The National CLEANER & DYER

FIRST IN THE DRYCLEANING INDUSTRY SINCE 1910

ANNIVERSARY GARMENT BAG designed by owner's wife features "E" trademark. Story of 100-year-old cleaning firm on page 38

Sideline helps carry big promotion budget.....Page 62

Car-lot entrance for shopping-center plant.....Page 64

Easy computing gadgets save clerical time.....Page 80

AUGUST, 1952

A M

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Ann Arbor, Michigan 24

2 reasons why it pays to use **HYFLO** *in your Charged System Cleaning:*

Garments come cleaner . . .

. . . and you increase detergent efficiency, too!

Even your most particular customers will sit up and take notice of the exceptional cleanliness and fine finish of their garments when you use Hyflo* in your Charged System. And this "extra touch" will actually cost you *less* money because Hyflo keeps detergents working longer and harder.

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Hyflo is a filter powder with characteristics specially suited to Charged System requirements. Particle fineness is just right for trapping all dirt (lint, dust, and other solids) . . . while the crystal-clear solvent and detergent pass freely through the cake that builds up on the screen.

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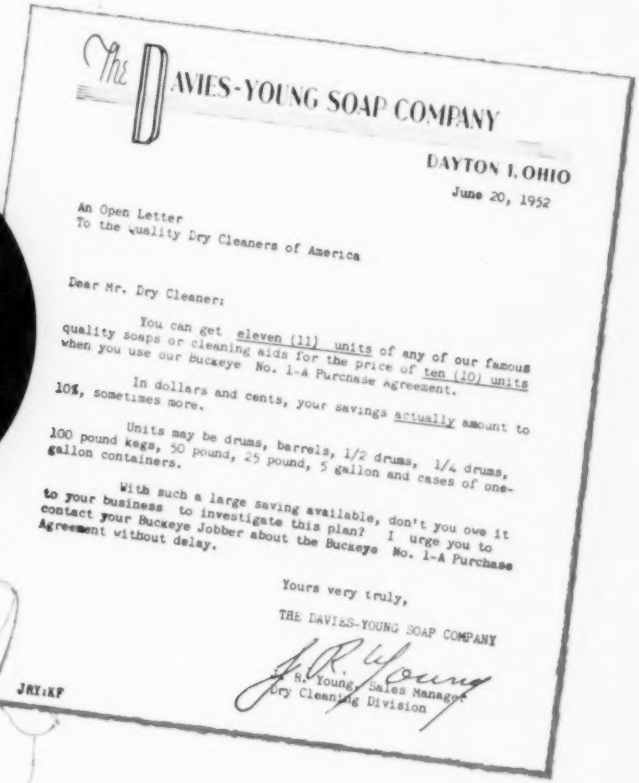

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DAYTON 1, OHIO

June 20, 1952

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To the Quality Dry Cleaners of America

Dear Mr. Dry Cleaner:

You can get eleven (11) units of any of our famous quality soaps or cleaning aids for the price of ten (10) units when you use our Buckeye No. 1-A Purchase Agreement.

In dollars and cents, your savings actually amount to 10%, sometimes more.

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THE DAVIES-YOUNG SOAP COMPANY

J. R. Young

J. R. Young, Sales Manager
Dry Cleaning Division

JRY:KF

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Miscellanea

Cutest convention follow-up of the year so far was sent by Jim Thane, publicity chairman of the Montana, Southern Alberta and Northern Wyoming association right after their meeting in Butte. We quote: "Enclosed you will find two items, only one of which should interest you!" One was a package of Tums in case the reader *had* been to the convention, the other a ticket for a free head examination if the reader had missed the Butte meeting.

Incidentally, fellows, there's been a paper shortage ever since you started printing that name. How about shortening it to Monalwy, for the first letters in the name of each state (well, we tried anyway)!

* * * * *

The things you never think about! Fellow in Louisiana was discussing a fire he was just recovering from. Seems the actual fire was confined to his main switchboard. He congratulated himself on getting off with low damage cost, until he found he had to have all the wiring in the plant checked for short circuits. The fire lasted long enough to heat all the conduits hot enough to melt solder at various joints. When the new switchboard was installed the circuit breakers were popping for a week or more until all the shorts were exposed and corrected.

Then there's the importance of knowing just what any kind of insurance really covers. A Mississippi operator had his safe raided one night, so he got insurance to cover money kept in the plant overnight, whether in the safe or cash register. Three weeks later somebody broke into the soft-drink-and-candy machines. You guessed it—the policy excluded money in vending machines.

* * * * *

We *don't* recommend the following. A tailor was located in an abandoned bank, so he tried drycleaning in a domestic washer, which he hid in the vault. Every time the inspector came around, the tailor sneaked down and locked the vault, insisting to the inspector that the combination was lost. But one day he didn't hear the inspector coming. We understand the judge "threw the book at him."

Hard luck story of the week is about the plant-owner in a hot and humid community who wanted absolutely *no* trouble with his neighbors. Therefore he put in an elaborate ventilating system to carry solvent fumes away from the neighboring stores. A week after completing the installation a fish market moved into the store nearest to his air intake.

* * * * *

Has anybody seen Lou Bellew? We made the mistake of sending him to Chicago during the GOP convention. Shoulda known an old Army man couldn't stay away from the "Battle of the Generals"!—W.R.P.

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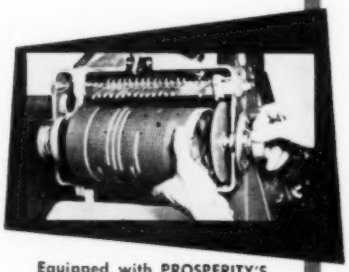
You can quote me as above and are welcome to refer any prospective purchasers to my establishment to verify my contentions.

Very truly yours,
MARVEL CLEANERS
Irving Klenfeld
IRVING KLENFELD



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LETTERS to the EDITOR

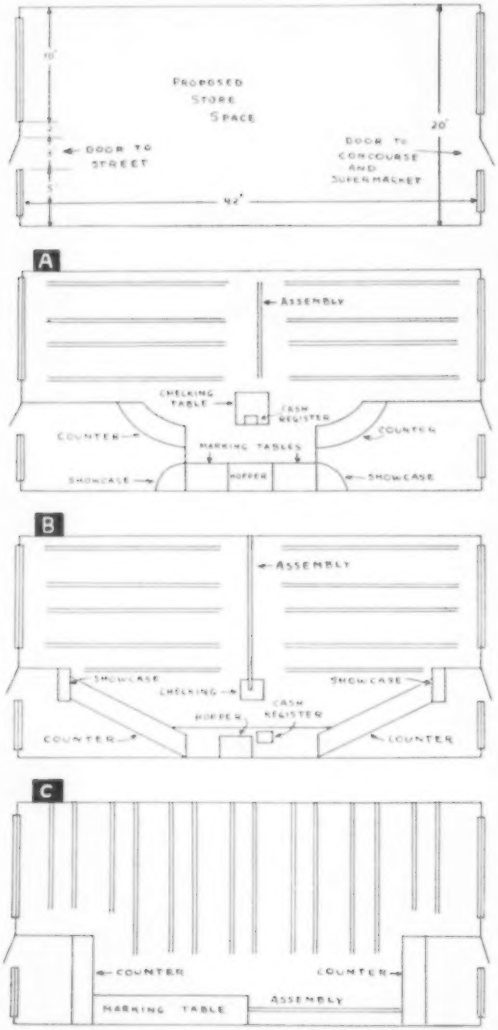
Plans for Cash-and-Carry Store

Dear Editor:

Enclosed you will find a drawing of a proposed store site in which we are anticipating opening a branch.

Would you have some ideas as to how this space could be best utilized for the cash-and-carry trade we would be serving here? What type cases, counters and so forth do you think would do the best job for us?

M. Katz
Detroit, Michigan — *Boston Cleaners & Dyers*



AVAILABLE SPACE for cash-and-carry store shown in diagram at top; drawings A, B and C suggest alternative layouts

We do not have a plant engineering staff and seldom are in a position to make specific recommendations for plant layout. However, your "double-ended" store has some challenging problems. While we cannot vouch for the efficiency of the enclosed rough drawings, they might give you some ideas to start from. In all of these we would recommend waist-high railings or partitions to give a greater sense of spaciousness.

Plan "A" gives the prettiest store. You might put the best looking garments, unbagged, at the ends of each storage rack facing the windows. You might need special marking systems or some way of flagging these so that the attendant can get them when the customer calls, even though they may be out of place alphabetically. The great drawback to this layout is that you would have only 132 feet of storage rack.

In plan "A," if you want a walk-through store, the marking tables and hopper can be drawn back even with the ends of the counters. Such a path for traffic might draw people through the store, if it proved to be a shortcut between the street and the shopping center.

Plan "B" sacrifices spaciousness for additional rack space, totaling 164 feet.

Plan "C" gives the utmost space for storage, 176 feet. In this case, we would suggest having the racks on each end near the windows supported by posts that screw into the floor. When the plant is not too busy, they can be removed. Thus, the racks closest to the center can be used, cutting down on the clerk's steps without leaving empty racks to give the impression of slow business.—Editor

Clothing Swap Sideline Suggested

Dear Editor:

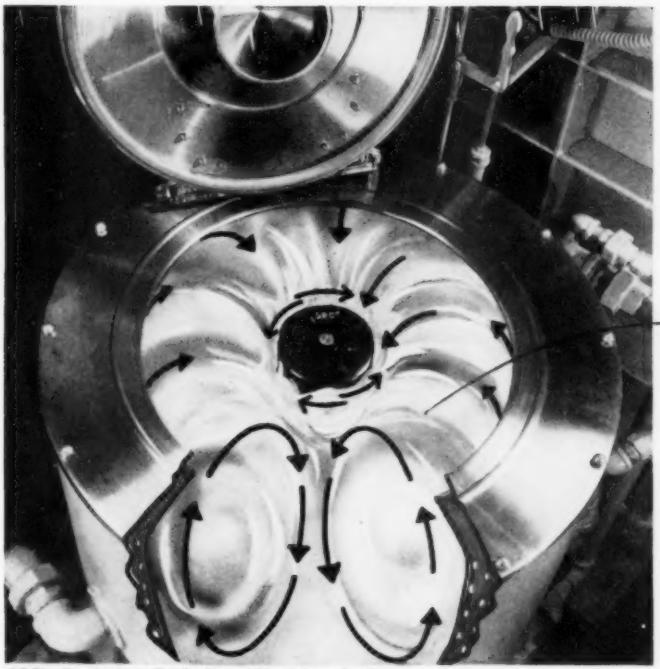
With the cost of living so high, the clothing problem is becoming increasingly difficult, especially for mothers of small children who outgrow things so rapidly. This suggests a possible new sideline for drycleaners. My idea is a sort of exchange. A mother brings in outgrown articles to be cleaned. The cleaner gives her an allowance according to the value of the used article, and she may select something in a larger size brought in by another mother. Or, the cleaner could buy the garment outright, placing a price on each article as it is put on the rack.

Ordinarily the cleaner will not need extra space as clothing may be put on the racks already installed in the store. Perhaps a special rack near the front of the store might be used where the customer could look over things and make his own selections.

Since the cleaning of the garments is the only cost to the drycleaner, the profit is almost 100 percent on a practical sideline to increase business and the customers would be benefiting considerably.

This exchange need not be limited to children's garments as many women would welcome this "trade-in" of clothes offering them a change of wardrobe occasionally at such a small cost.

Mrs. Al Wakefield
McMinnville, Oregon



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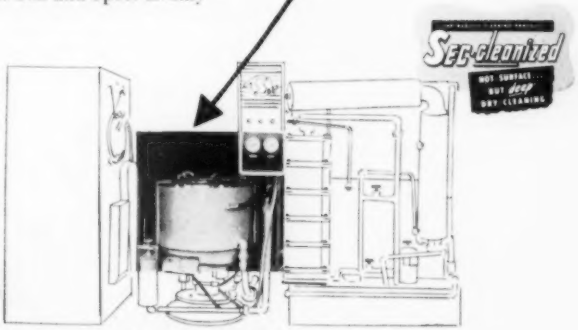

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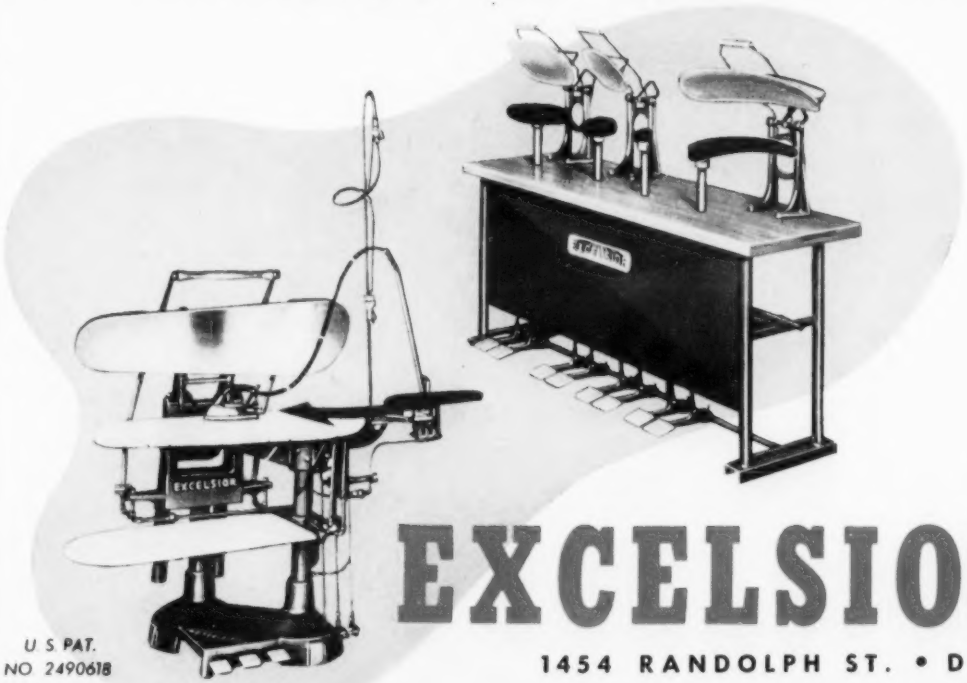

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FOR NO MORE SHINE ON GABARDINES AND SERGES—USE AIRFOAM PRESS PADS

An outstanding AIRFOAM feature is its amazing porosity—you can blow cigarette smoke right through it! In press pads, this assures full vacuum draw—and its many advantages.

Just for comparison, set up an AIRFOAM Press Pad alongside one of any other material on earth. Subject both to the toughest jobs in the shop. The results should answer all your questions—but if you still have some, write Goodyear, Akron 16, Ohio.

Airfoam

SUPER-CUSHIONING BY

GOODYEAR

THE GREATEST NAME IN FOAM RUBBER

Airfoam—T. M. The Goodyear Tire & Rubber Company, Akron, Ohio

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DEFENSE DATA

The extension of the Defense Production Act voted by Congress in its closing days carries price, wage and rent controls through April 30, 1953; other controls end June 30, 1953.

The present Wage Stabilization Board will be replaced by a board with equal representation of the public, labor and industry. All members will be appointed by the President and confirmed by the Senate. The board is to formulate and recommend general policies and regulations on wages and salaries, but their actual promulgation will be by the Economic Stabilization Administrator. The new board will have no jurisdiction in labor disputes. The present Salary Stabilization Board and Office of Salary Stabilization will continue to administer stabilization of salaries, including payments to outside salesmen.

Now exempt from wage controls are persons earning a dollar or less per hour; employers employing eight persons or less; professional engineers, architects and certified public accountants, and agricultural labor.

More copper and aluminum may be used in commercial construction under the self-authorization procedure. According to Amendment 1 to Revised CMP Regulation 6, covering construction, 750 pounds of copper and copper-base alloys and 1,000 pounds of aluminum may be used per project per quarter.

Installation is redefined in a recent amendment to CMP Regulation 5, governing maintenance, repair and operating supplies, installation and minor capital additions. Installation includes setting up or relocation of machinery, fixtures or equipment which is not done in connection with a construction project, and which is carried as capital according to the installer's established practice. However, if the installation is made in a building less than a year old and is part of a construction project, it may not be considered as an installation.

The amendment also removes the $1,000 limitation on the cost or quantity of materials used for a single installation project, but keeps quarterly restrictions on expenditures for installations. Only the actual cost of materials used to install equipment needs to be charged against the installation quota.

"Minor capital additions" is redefined to make clear that all items purchased as part of a single project or plan constitute one addition.

Where installation or relocation has been previously treated as an operating supply, the practice must be continued.

The scrap crisis has passed, the Salvage Division of NPA advises, and for the present normal collections of scrap will handle the needs. The LCATA-LDMMA Scrap Salvage Committee is discontinuing its industry campaign, but will hold itself in readiness for any future emergency.

The committee, composed of co-chairmen Douglas Holyoke and Harlow H. Gaines, and William Kamins, W. D. Van Arnam, Lawrence Winans and Porter Richards, reports a total industry collection to June 30, 1952, of 36,707,953 pounds of all types of scrap. This excellent result was attributed to the collective efforts of allied tradesmen, plantowners, the textile maintenance associations and the trade press.

The committee recommends that allied tradesmen and plantowners continue to collect and sell scrap, but need not send in Scrap Credit Certificates.

Increased ceiling prices have been granted to laundries in St. Louis, Mo., and in the New York City area. Power laundries in St. Louis have been given a 7 percent increase, and wholesale laundries in New York a 5 percent rise.

# #

Public Service by Drycleaners: The Dry Cleaners and Launderers Association of Rock Island, Ill., presented $200 to the Rock Island Chapter of the Illinois Heart Association in memory of Harvie Twamley, local branch manager of Carman & Company, who died recently of a heart ailment.

Herbert L. Henry, co-owner of Bethany (Mo.) Cleaners, has been elected president of the Bethany Junior Chamber of Commerce for the coming year. The Jaycees of Victoria, B. C., Canada, also chose a drycleaner as head, Gordon Carter of Individual Cleaners.

Drycleaner George Derbes of Pottsville, Pa., is acting as co-chairman of the Special Services Division of the Greater Pottsville Industrial Development Fund of the YMCA. A busy citizen, Mr. Derbes is also president of the National Dinner Club, Traveler's Protective Association, Pottsville Rifle Club and Pottsville Junior Conservation Club, and is on the board of directors of the Salvation Army, Tuberculosis and Health Society, Inter-Racial Council and Appalachian Trail Council, Boy Scouts of America.

Fox Cleaners, Palestine, Ill., gave the use of its store for headquarters of the local American Legion Ladies Auxiliary Poppy Day.

A Mother's Day gift was presented by neighborhood children to Mrs. Edward Svoboda, operator of Sunflower Cleaners and Dyers in Chicago, in recognition of her activities for their safety in local traffic.

A prize of $25 was donated by Toy Town Cleaners, Gardner, Mass., for the most colorful unit in a competitive drum corps parade staged by the Gardner Post of the American Legion.

# #

Fur Name Guide: In accordance with the provisions of the Fur Products Labeling Act, which goes into effect August 9, 1952, the Federal Trade Commission has issued a Fur Products Name Guide. The Act provides penalties for the use of any but the true English name of the fur animal, as given in the Name Guide.

The general purpose of the Act is to prevent misleading or false advertising, and requires the use of labels giving the true name of the pelt; stating if it is used or contains used fur; whether it is in whole or in part bleached, dyed or otherwise artificially colored, and whether it is wholly or substantially composed of paws, tails, bellies or waste fur. These regulations also

THE BEST THINGS IN LIFE ARE WORTH WAITING FOR

To every bride and groom, the wedding day symbolizes one of the greatest events in their life. Long evenings were spent together during their courting days and it just seemed that the great day would never arrive. When finally both have said "I Do," they know *it was worth waiting for.*

YOUR WEDDING DAY

Manufacturing Adjusta-Forms under present day allocations slightly restricts our output. However, the important fact is Adjusta-Forms are available for everyone. There may be a slight delay. But when you see the top quality finishing and the increased production of the Adjusta-Form, you will know it was worth waiting for.

See your Adjusta-Form jobber for delivery dates!

Adjusta-Form
STEAM-AIR FINISHER

ENGINEERED AND MANUFACTURED BY

WICHITA PRECISION TOOL CO., INC.

450-E NORTH SENECA • WICHITA, KANSAS

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apply to advertising and catalogs. Both manufacturers and dealers are required to keep records showing the required information for a period of at least three years.

The following are the names approved by the official guide:

Alpaca	Genet	Opossum, Australian
Antelope	Goat	Opossum, Ring-tail
Badger	Guanaco, or its young, Guanaquito	Opossum, Water
Bassarisk	Hamster	Otter
Bear	Hare	Otter, Sea
Bear, Polar	Jackal	Pahmi
Beaver	Jackal, Cape	Panda
Burunduk	Jaguar	Peschanik
Calf	Jaguarondi	Pony
Cat, Caracal	Kangaroo	Rabbit
Cat, Domestic	Kangaroo-rat	Raccoon
Cat, Lynx	Kid	Raccoon, Mexican
Cat, Manul	Kinkajou	Reindeer
Cat, Margay	Koala	Sable
Cat, Spotted	Kolinsky	Sable, American
Cat, Wild	Lamb	Seal, Fur
Cheetah	Leopard	Seal, Hair
Chinchilla	Llama	Seal, Rock
Chipmunk	Marmot	Sheep
Civet	Marten, American	Skunk
Desman	Marten, Baum	Skunk, Spotted
Dog	Marten, Japanese	Squirrel
Ermine	Marten, Stone	Squirrel, Flying
Fisher	Mink	Suslik
Fitch	Mink, China	Vicuna
Fox, Black	Mink, Japanese	Viscacha
Fox, Blue	Mole	Wallaby
Fox, Cross	Monkey	Weasel
Fox, Grey	Muskrat	Weasel, Manchurian
Fox, Kit	Nutria	Wolf
Fox, Platinum	Ocelot	Wolverine
Fox, Red	Opossum	Wombat
Fox, Silver		Woodchuck
Fox, White		

Where there is an adjective in connection with a name, it must be given in the label, or advertising, as, "China Mink" or "Black Fox."

The Federal Trade Commission did not include in the Name Guide the terms "Persian Lamb," "Broadtail Lamb" or "Mouton Lamb," since they are not part of the animal's true English name. However, the non-deceptive use of these terms, when descriptive of the well-known types of hair or fur patterns common to the young of the Karakul breed of sheep, will be permitted under appropriate provisions which will be subsequently issued. This also applies to sheared lamb.

Any questions about the animals in the Name Guide will be answered by the Federal Trade Commission, Division of Wool and Fur Labeling, Washington 25, D. C. Copies of the Fur Products Labeling Act and the Fur Products Name Guide may also be obtained from the same agency.

# #

Textile Expert Predicts Service Criterion: A prophecy that will be welcomed by drycleaners was delivered recently by Dr. Joseph B. Quig, manager of the development section of Du Pont's Textile Fibers Department. Speaking at a symposium on textiles and clothing during the 43rd annual meeting of the American Home Economics Association in Atlantic City, Dr. Quig predicted that in the near future fabrics will be sold on performance only, rather than fiber content. He declared that fiber identification no longer serves as a means of indicating value because of the widespread use of blends.

According to the Du Pont textile expert, the important characteristics of a fabric are shape retention, resistance to abrasion, shrinkage quotient, color and appearance. He emphasized the role home economists could play in acquainting consumers with the service qualities of new fabrics.

The symposium also presented representatives of the drycleaning and laundry industries: Dr. Dorothy S. Lyle, director of consumer relations of NICD, and George H. Johnson, vice president of the AIL.

Another textile authority recently made the same point about emphasizing fabric performance rather than content. Addressing a meeting of the Textile Salesmen's Association, C. W. Bendigo of the new-product-development department of American Cyanimid Co. declared that with the many synthetic fibers now available, the customer cannot be expected to know what performance to expect from a label that gives only content.

# #

Performance Standards Approved: The approval of 51 performance standards for rayon, acetate and mixed fabrics in various end uses has been announced by the American Standards Association. The standards provide tests and specifications for laundering, washability, drycleaning, shrinkage, colorfastness, perspiration, pressing, atmospheric fading, flammability and other factors.

The National Retail Dry Goods Association, which took the lead in the project, points out that the standards are voluntary but that their general acceptance should prevent government regulation.

Progress in development of international standards and specifications for measuring shrinkage is reported by a subcommittee of the International Organization for Standardization, including textile experts from 12 countries.

# #

Preaching the Gospel: Clubmen of Sarnia (Ontario, Canada) heard about drycleaning and spot-removal problems when D. Hartley Currie, general manager of the Dry Cleaners Institute (Ontario) addressed the local Rotary.

At a meeting of the Rotary Club of Chico, Cal., George M. Shepherd, executive secretary of the California Drycleaners Association, showed the public relations film, "After the Ball Was Over," and spoke to the members about the magnitude of the drycleaning industry.

The Kiwanis Club of Bartlesville, Oklahoma, heard a brief discussion of drycleaning by J. E. Rowe, local plantowner and president of the Oklahoma State Association of Cleaners and Dyers. The feature of the meeting was a showing of the association's public relations film, "After the Ball Was Over."

# #

Cleaner Makes Mark in Army: Several months ago Donald Ralston, a partner in Ralston Dry Cleaners, Louisville, Kentucky, was called up for Army service and sent to Fort Eustis, Virginia. There he was selected as the outstanding soldier of his basic training company and assigned to leadership school. As an extra reward, he was not only given a medal but allowed to ride around camp in his own jeep as "king for a day."

# #

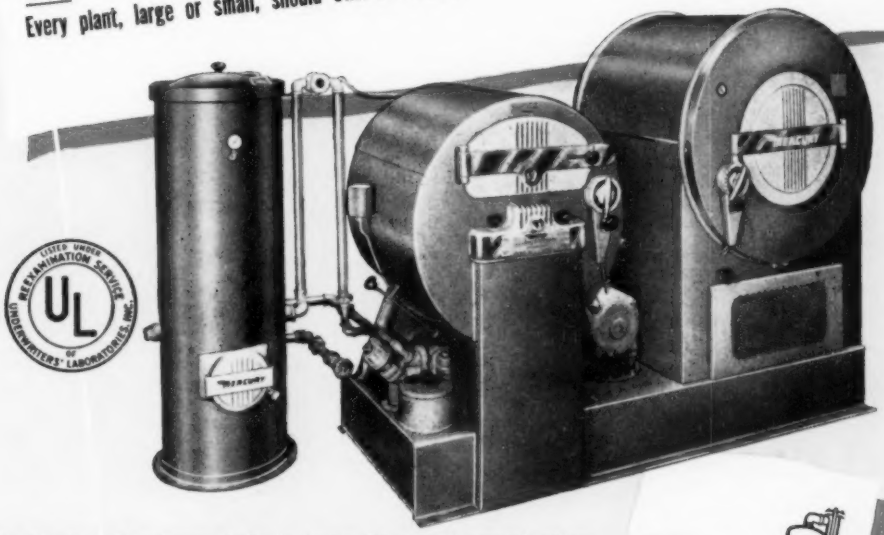
Kindness to Pickets: We don't expect that Ed Meek, who operates a drycleaning plant at Mt. Vernon, Illinois, will have any really serious labor trouble. Recently, during the course of a union effort to organize his employees, Mr. Meek set up a large beach umbrella, table and chairs in the hot sun outside his store. A sign explained: "For the comfort and convenience of our pickets."

(Continued on page 108)

THE MAGIC CYCLE: saves transfer of fabrics

"COMBINATION WASH-EXTRACT"

Super . . . for 3% Super Soap Solution. Eliminates nearly all wet cleaning and spotting.
Every plant, large or small, should own a Mercury.



The Modern Petroleum Unit: includes 36-pound combination washer-extractor, 36" x 30" tumbler, six plate 1000 GPH filter, storage tank, piping and pump. Investigate the Mercury—ask any of its 3000 Successful Owners in U.S.A.

Mercury 50 G.P.H. Still (optional at added cost)

1. U/L approved for your protection
2. Designed for $1000.00 weekly volume
3. Uses safe, low cost 140° F. solvent
4. Precision-built for long life
5. Economical to operate
6. Produces highest quality cleaning
7. Cleans and extracts in the same cylinder
8. Requires small floor space
9. Experienced help not needed to operate
10. Combination washer-extractor saves time, saves solvent

Also available in larger 40-lb. size; for Stoddard Solvent or 140° F.

DRY CLEAN WITH DRY HANDS
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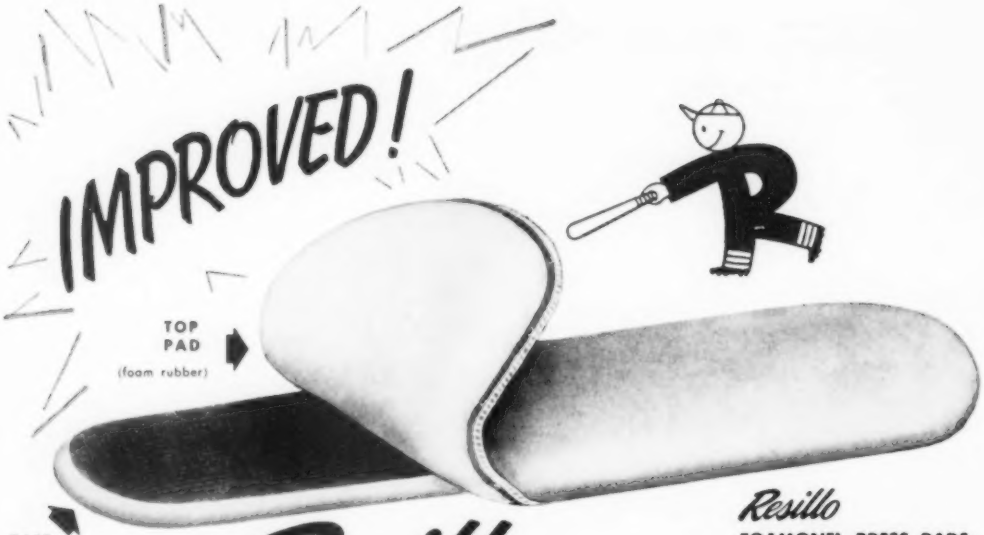

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Foam Rubber + Metal Mesh

REG. U.S. PAT. OFF.

Standard of Quality for Dry Cleaning Presses

Now Feature

IMPROVED TOP PAD

for Even Higher Quality Pressing and Longer Pressing Life

Resillo

FOAMONEL PRESS PADS:

- Provide higher quality pressing.
- Most economical pads, combining foam rubber resiliency and metal mesh durability.
- Eliminate frequent costly changes.
- Constructed in exact accordance with press manufacturers' specifications.
- Permanent type padding—secured to press by eyelets and wires.
- The only foam rubber pad with metal mesh base.

Guarantee

The high quality construction of the widely accepted, widely used Resillo FoaMonel Pad makes possible these guarantees: 1. The FoaMonel Base Pad is guaranteed for a minimum of two years. 2. The FoaMonel Top Pad (foam rubber) is guaranteed for a minimum of four months. With normal care FoaMonel will last much longer.

Your Resillo Jobber is trained to help solve your press maintenance problems. Call him today.

WORLD'S LARGEST EXCLUSIVE MANUFACTURERS OF METAL

Resillo PRESS PADS

RESILLO COMPANY · 2328 WEST NELSON STREET · CHICAGO 18, ILLINOIS

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your patience, please!

WE EXPECTED A RESPONSE—

NOT A riot call!

We'll get to all of you as quickly as possible. Everybody in the drycleaning industry it seems, is in a rush to see the sensational STA•NU HALF and HALF TEST demonstrated in their own plant. When folks heard about the amazing way STA•NU brings sparkling new life . . . imparts a luxurious cashmere-smooth feel to fabrics . . . they knew that STA•NU IS WHAT EVERY DRYCLEANER and EVERY DRYCLEANING CUSTOMER has always hoped for in a finishing process. Yes, you can actually SEE and FEEL THE DIFFERENCE!

WE'RE DOUBLING OUR STAFF!

We are doing everything within our power to make the demonstration dates as early as possible. We are doubling the number of STA•NU field representatives. Every representative must be familiar with drycleaning and meet certain other requirements. There's a gigantic rush on to see the STA•NU demonstration because there is ONLY ONE EXCLUSIVE STA•NU FRANCHISE GRANTED FOR EACH TERRITORY!

SEE THE Stā★Nu DEMONSTRATION—IN YOUR OWN PLANT! HOOK-UP TAKES MINUTES!

Act Fast - Wire Collect

Stā★Nu

★ PROCESS

HELP WANTED!

MEN

Tremendous opportunity. Immediate openings for men with drycleaning experience and sales background. Steady, high income positions as field representatives for STA•NU, the non-competitive finishing process that is making drycleaning history. Over 400 new franchises in less than six months. Some choice territories still open. STA•NU is receiving unchallenged acceptance in America's finest and largest drycleaning plants. We need talented and aggressive men . . . and we need them fast! You receive exclusive franchise area under contract. Sizable drawing account to start. Send complete resume to

Stā★Nu Corp. 701 S. WELLS ST., CHICAGO 7, ILL

• PROTECTED BY PATENTS NOW PENDING

Stā★Nu Corp. 701 S. WELLS ST., CHICAGO 7, ILLINOIS

"Before and After" Shoe Repair

SUGGESTION VALUE of before-and-after shoe repair display is explained by Mrs. Edna Everson, manager of Sno-White drive-in store in Macon

On the counter of each Sno-White store in Macon, Georgia, is the shoe repair display board illustrated here. The battered "before" shoe on the left, the whole-soled "after" half of the pair on the right tell the story graphically.

According to Mrs. Edna Everson, store manager of the Sno-White drive-in, when customers come in to pick up or bring cleaning, nearly every time they will walk over to the shoe display board. This gives the counter attendant the cue to explain the service and ask the customer to bring in a pair to be repaired.

The shoe repair business at Sno-White, which started in a very modest way, now has three full-time factory repairmen. At each of the cleaning firm's six pickup stations in the Macon area a similar shoe repair board is displayed.

Macon is the headquarters for the Sno-White company, which also has plants at Atlanta, Savannah, Columbus and Valdosta. R. F. Levin is manager of the Macon plant, and Charles McCarren is his assistant.

"We have found," Mr. McCarren said, "that the pulling power of the shoe service department is very strong, and I think worth more to the organization than the profit derived. However, the profit is good.

"Each week we advertise a special. One week it may be drycleaning of slacks or sport coats; the next week we run a special on shirts; the third week it is shoes. For the shoe special we offer a reduction on a half-sole job or dyeing at a lower charge. (The regular charge for a whole sole and rubber heels is $4.25; shoe dyeing is $1.50 per pair.)

"We find that the shoe repair special creates more interest and brings more new customers to the plant than the other two departments. Also, the shoe service seems to interest more people who have not been regular customers and starts them coming to the plant with drycleaning and shirts."

Follow-up on Welcome Wagon

A different approach to use of the Welcome Wagon service is working wonderfully well for him, reports P. M. Ellison of Ellison's Up To Date Cleaners of Ogden, Utah. Many cleaners throughout the country are using this service, through which each new resident in a town is greeted and usually given gift tickets by the sponsors.

Ellison's does not give tickets for free cleaning, a method which it tried without success. Instead, the Welcome Wagon hostess gives the newcomer a zipper stick bearing the Up To Date name or a kitchen reminder list.

The real promotion begins when Up To Date receives the name and address of the new resident from the Welcome Wagon service. A salesman makes a personal call to explain the various plant services and to try to get an initial order. If he does not get an order on the first call, he makes a date to go back within a day or two. The routeman follows up with a call which he explains is his regular route stop for the day.

According to Mr. Ellison, his plant is getting business through personal calls from 75 percent of the new names furnished by the welcome service. Fully half the new accounts stay with Up To Date.

"These new people are strangers in town in most cases and don't know where to go," explained Mr. Ellison. "When a representative of our plant calls on them and gets the first order, repeat business is much easier. The personal solicitation costs no more than the tickets for free cleaning and we hold a much larger percentage of new business by having the calls made and following up with the routeman."

Cure for Household Ailment

"CLOSET-PHOBIA" is a catchy selling phrase that could easily become a byword in Rochester, New York, if Staub's keeps pounding the term

Dreaming of Modernizing?

That's nice dreaming. And it's even nicer when you wake up to the fact that a Troy Electroclene Drycleaning Unit will be a Profitable investment and real business-builder for you. The unit shown above is a 60 lb. capacity unit which includes Troy Electroclene Washer, Troy Minute-Man Extractor, Troy-Olson Tubular Filter with vacuum button trap, Troy-Olson Still, two Troy-Mercury Tumblers, above-ground tanks and supply, circulating and still pumps. Troy Electroclene units are available in capacities from 35 to 200 lbs. dry weight per load, for use with all types petroleum solvents.

Don't put off those dreams to replace obsolete equipment. Send today for your free floor plans, showing how Troy Electroclene units can be arranged for straight line or "U" type layout, as shown.

Troy ELECTROCLENE DRYCLEANING UNITS

TROY LAUNDRY MACHINERY • Division of American Machine and Metals, Inc., East Moline, Illinois

Sales and Service Offices in: New York • Boston • Atlanta • Washington, D. C. • Chicago • Los Angeles • San Francisco

When writing to advertisers please mention The NATIONAL CLEANER & DYER

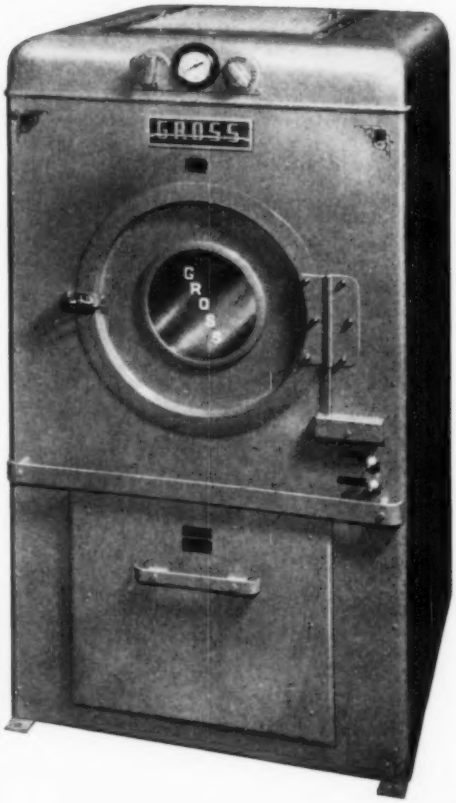
New Design!

the completely NEW

36" GROSSAIR OPEN-END TUMBLER

gives you the fastest drying time in the industry!

The 36" GROSSAIR Open-End Tumbler is a newly engineered piece of dry cleaning equipment. It incorporates every mechanical advance known to the industry . . . plus several exclusive developments, pioneered by GROSS and available in no other tumbler. Designed to balance great volumes of heat and air for drying and dissipating solvent vapors, the new GROSSAIR Open-End Tumbler efficiently performs this operation in an amazingly small space.

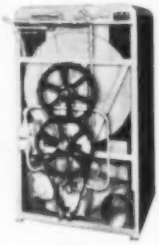


✓ NEW, OPEN TYPE FAN!

New, open type, non-clogging fan changes air 75 times per minute. Keeps lint from building-up around fan blades and housing . . . increases air volume and velocity.

✓ TWO MOTORS!

Separate motor for fan and cylinder eliminates reducer, chain drive, and couplings. Increases operational efficiency!



Want more information?
Write today for complete specifications.

GROSS MACHINERY CO., INC.

Originators and Manufacturers of the World's Finest Dry Cleaning Equipment

183 HALBERT ST. *Founded 1923* BUFFALO 14, N. Y.

LCATA LAUNDRY & CLEANERS MEMBER ALLIED TRADES ASSN.

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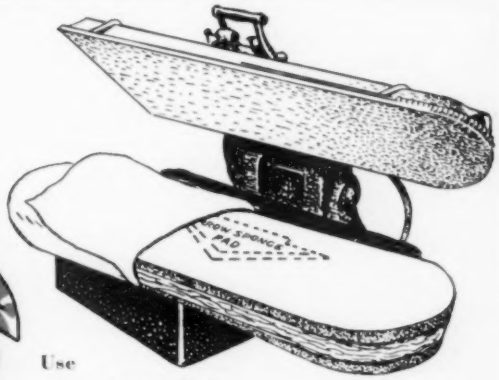

Use
Arrow Sponge Pads
for all Dry Cleaning Pressing Machines

Get rid of "old man shine" in your pressing department.
Now you can press light weight slacks . . . summer suits and dresses easily with FREE FLOW construction.

ARROW SPONGE PADS

When you use Arrow Sponge Pads on your presses there is no shine to steam out of your customers' garments.

ARROW SPONGE PADS

- Eliminate button and zipper breaking
- Save you 50% on labor and material costs

TRADE MARK
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PAD
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KANSAS CITY MO. ARROW MFG. CO. INC.

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Look for this trademark.

Arrow sponge pads give you a quality press on quantity production plus 100% efficiency for steam and vacuum operation.

REPLACE YOUR OLD PADDING IN 5 MINUTES WITH GENUINE ARROW SPONGE RUBBER PADS

Sizes and shapes for all pressing machines.

Ask Your Jobber or Write:

Arrow MANUFACTURING COMPANY, INC.

2922 Terrace
Kansas City, Missouri

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Built to deliver on the double!

International trucks with Metro* bodies are designed to make deliveries quickly, easily, and inexpensively. They're extremely maneuverable in traffic and give you nearly twice the payload space of a panel of comparable size.

Metros are easier to load and unload. Drivers make deliveries and pick-ups faster, with less effort.

No wonder cost-conscious operators have made Internationals with Metro bodies first in multi-stop truck sales for 14 straight years. See your International dealer or branch for the complete story.

INTERNATIONAL HARVESTER COMPANY • CHICAGO

Check these outstanding Metro advantages:

- Silver Diamond valve-in-head engines are rugged, packed with extra power. Engineered to save you plenty on operating and maintenance costs.
- Super-steering system—more positive control. Wider front axles make possible full 37° turning angle for safer, easier handling and maneuverability.
- Six models—with GVW ratings from 5,400 to 11,000 lbs. Cubic foot body capacities—235, 292, 375.
- Matched body and chassis built to your specifications under one roof to save you money.

International Harvester Builds McCormick Farm Equipment and Farmall Tractors . . . Motor Trucks . . . Industrial Power . . . Refrigerators and Freezers

*Metro. Registered trade mark of The Metropolitan Body Company, Inc., subsidiary of the International Harvester Company.

Better roads mean a better America

INTERNATIONAL TRUCKS

"Standard of the Highway"

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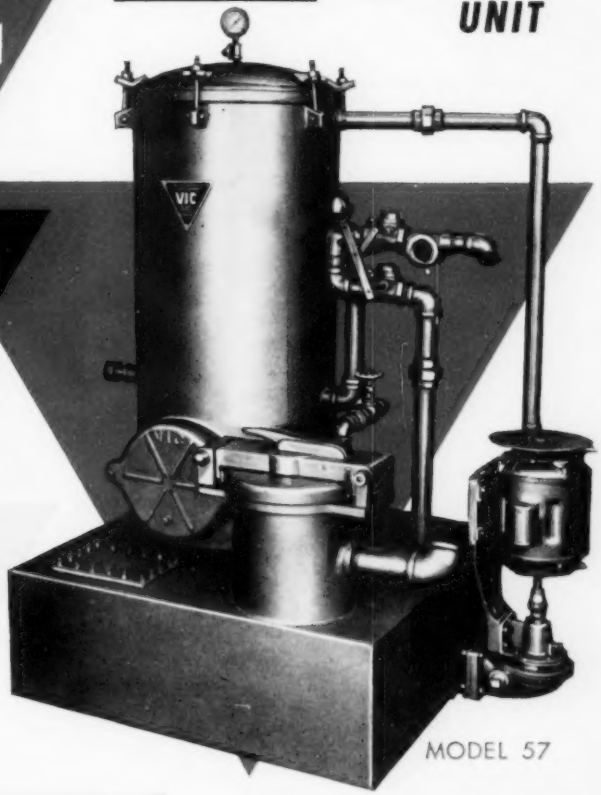
you asked for it! now you can have

THE **VIC** STRONG SOAP-RINSE UNIT



MODEL 57

ATTACHES TO YOUR *PRESENT* CLEANING UNIT

REDUCES WET CLEANING, CUTS SPOTTING TIME

DOES *BETTER* CLEANING JOBS

The machine you've waited for—takes the place of several other machines . . . attaches easily to your present cleaning machine . . . made right to SERVE YOU RIGHT!

Write for complete specifications and information . . . take a positive step now to INCREASE YOUR PROFITS!

WORLD'S LARGEST LINE OF SYNTHETIC EQUIPMENT
EASY MONTHLY INSTALLMENTS

EXPERIENCED SINCE 1912

MAIN OFFICE AND PLANT **VIC CLEANING MACHINE CO.**

1313 HAWTHORNE AVENUE MINNEAPOLIS 3, MINN.

Sales and Service at all Principal Cities of the United States

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Heating Coil

A steam coil for heating solutions of various kinds was devised at Boone Cleaners in Elizabethtown, Kentucky. It consists of a coil of quarter-inch copper tubing making about six turns of 4 inches diameter. One end of the coil is attached by a hose to the steam line and the other end to the return line. The hoses are of the type used for steam-electric irons.

A globe valve is set in the steam line just ahead of the first hose. Whenever a solution needs to be heated, this coil is plunged into the solution and the valve turned on. Because of the flexibility of the hoses the heating coil can be used at a variety of heights and angles.

Tilting Counter Hooks

We've seen many fancy arrangements for hanging garments near or over the counter while clerk and customer discuss financial matters, but McCafferty's Cleaners in Wasco, California, seems to have a particularly handy one. Many times a short customer has difficulty in reaching the garments on a stationary hook. Some of the cute numbers behind the counter aren't so tall, either. In fact, the hooks are often ignored because nobody can use them comfortably.

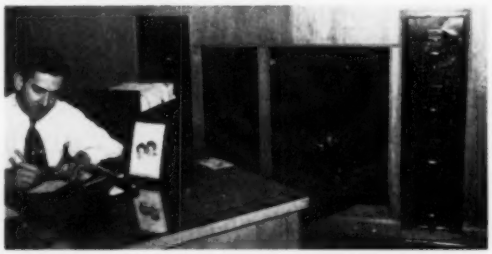
The tilting "frames" illustrated here actually can be swung back and forth, from behind the counter to the front. They're welded at the upper corners for stiffness, then bolted to the counter at the bottom with a single bolt on each side. To keep the frame from swinging too far, metal stops are screwed into the side of each well, just below the surface of the counter.

Wooden Digester Tank

A digester warming tank has been made at Boone Cleaners of Elizabethtown, Kentucky, out of inch-and-a-half fir. The tank is large enough to contain three 10-gallon porcelain barrels, each with a lid. The tank is also equipped with a thermometer and a thermostatic control which maintains the temperature at a critical level by means of an immersion electrical heating coil.

The tank, of course, was made by plant personnel. W. D. Boone, the owner, said that rosewood would be a little better but that fir serves the purpose very well.

Recessed Files Save Space



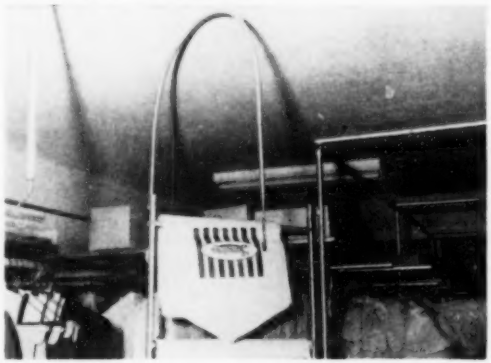
RECESSED FILE CABINETS and safe save space in veneer-paneled office of Art Rivard, owner of Blondie Cleaners & Dyers in Windsor, Canada

Caps Off Quicker

You who have soft-drink dispensers in your plants frequently tear your hair at the time wasted during breaks because not everyone gets his bottle before the break ends. One Southern drycleaner, who prefers anonymity, noticed that people took longer to remove bottle caps than to actually make their purchases. Meanwhile, everyone else was waiting.

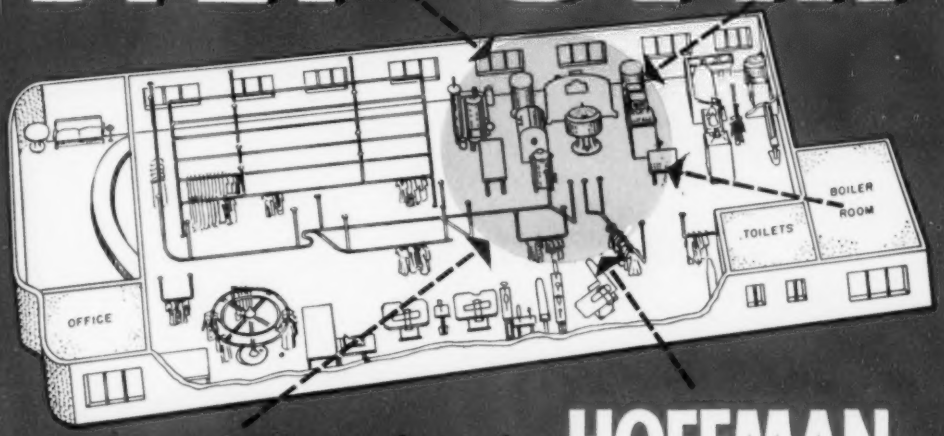
Nailing a half-dozen bottle-cap removers to the walls around the machine cut time in half. He even plugged up the bottle opener on the machine so nobody would absentmindedly try to use it.

For Low Overhead



EVENING GOWNS can be bagged though the ceiling's low, because bags slip over curve. Installation at Lungstras Cleaners in Kirkwood, Mo.

STEP UP...



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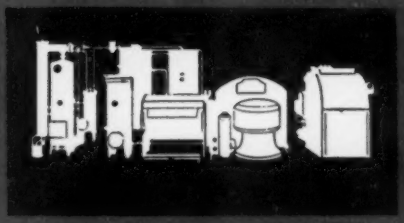

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Twenty Years Ahead

Looks like there may be a lot of drycleaners in the year 1975! While we've been fretting about what's to happen in 1952, or 1953, or even 1954, the Government has had a committee, headed by NBC's Mr. Paley, squinting twenty years ahead in an effort to forecast the probable state and economic needs of our country at that time. Working in an anthill of economists and specialists of all kinds, the committee recently presented Mr. Truman with seven volumes of prophecy and supporting information.

There must be a lot of stuff in there that drycleaners would like to know. Scanning seven volumes for data affecting our industry will take time. But, some general bits of information that have been given out are eye-opening.

Drycleaners should have 42 million more prospects, since a total population of 193 million is expected. This is a twenty percent increase, or one more person for every five now living in the United States.

Will there be twenty percent more drycleaners?

Stores and establishments (including drycleaners) have been increasing faster than the number of people during the past few years. This trend is expected to have become even greater by 1975. Today there is one "commercial establishment" for every 28 persons. In 1975 there should be one for every 20 persons. If we project the current number of drycleaners on that basis, there should be more than 53,000 plants (if no big change affects our methods or market).

How about that market, then?

According to *U. S. News & World Report*, "spending, at present prices, will be double what it is now (that is, double the amount of goods and services will be bought and sold). People will have much more of everything and a much higher living standard. There will be more leisure, longer vacations, more travel. The increased use of gadgets will make life easier."

The "higher living standard" undoubtedly means more people will have extra suits and dresses, as well as more finicky ideas about their cleanliness. On the other hand, more air conditioning will filter dirt out of homes, work places, schools and buses. It will also cut down the amount of perspiration soiling.

Movement toward the cities will continue. Urban people generally have more drycleaning than do farmers. To offset this, control of smoke and fumes doubtless will improve rapidly, making cities much cleaner places to live.

The Paley Committee believes that labor shortages will be almost continuous for the next twenty years at least. It predicts unemployment of only 2½ million in 1975, which would be a low figure even now. Thus the drycleaner can expect to always be competing with the high-pay industries for labor. As a result mechanization will come faster, and good working conditions will become the rule rather than the exception.

The labor force will have a much higher percentage of older people. The drycleaner will welcome them for many jobs, instead of shopping for kids, thanks to better health for older workers, easier working equipment, better working conditions, and a much advanced science of personnel relations as a mark of a good businessman.

A downward trend in a great many costs, due to the increased mass market, will be offset by higher costs for many raw materials. Many of this country's own resources will run out, forcing greater imports from abroad. Good substitutes and new methods will help, but the upward push in costs will always be there.

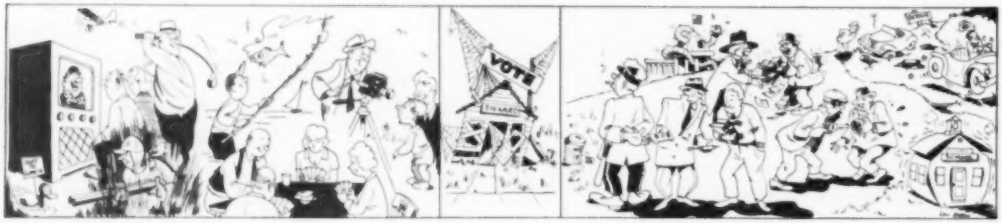
We can expect saving of many things to become a stronger habit, or even a patriotic duty. People may have to make clothing last longer. Also, a drycleaner might be haled into court for wasting supplies.

Up to this point, we have merely interpreted a few broad findings by the Paley Committee. Now we turn to our own crystal ball.

Since service is what the customers want, we're the boys to give it. For instance, the drycleaner can make himself delivery agent for many services. He can reverse the trend to shopping centers by selling customers a special kitchen door (not invented yet). It would be *two* doors with a storage space between. Only the customer could open the inner door, only the routeman could open the outer door. Besides cleaning, he could deliver for bakeries, drugstores, liquor stores, etc. A dry ice compartment could be built in.

Also, we expect to see a *real* while-you-wait service long before 1975. We expect to hand the cleaner our sweaty suit (editors do too sweat), don clean overalls, and step next door for lunch or a movie, instead of squatting amid cigarette ashes in a four-by-four cell. When we return our suit fresh and pressed will be waiting.

Service! That's what's going to keep the cleaning industry humming in 1975!



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By eliminating wasted motions and steps, every minute is utilized for actual production.

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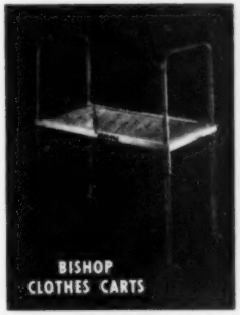

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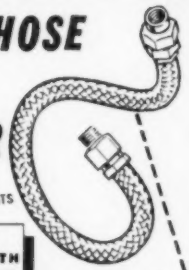

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REGULATE IT ACCORDING TO WATER PRESSURE, TO TYPE OF FABRIC AND THE AMOUNT OF MOISTURE NEEDED

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- *Sprays a MIST ...not a stream*
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SIMPLY REACH... SQUEEZE... RELEASE

MODEL F GUN
Complete with 5-ft. hose, coupling, valve and spring **$10.95**

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SECOND PLANT of Morgens-Scott Cleaning Co. with group of employees. This building was burned down in 1880. Note wooden shoes worn by washman (second from left)

The First Hundred Years

St. Louis firm celebrates century of operation by same family

by LOU BELLEW

THE OLDEST CLEANING PLANT in the United States, still owned and operated by the founder's family, is a title that may well be claimed by the Morgens-Scott Cleaning Co. of St. Louis, Missouri. Founded in September 1852 by Gustav A. Morgens, great-uncle, and Will Morgens, grandfather of the present owner and operator, J. Allen Morgens, the company will this September celebrate its hundredth anniversary.

Gustav Morgens was a furrier who emigrated from Germany, and with his brother started what was known as "G. A. Morgens & Bro." cleaning establishment, which is listed in the 1852 city directory.

Back in 1852 the cleaning business was a far cry from the present process. The garments were cleaned merely with soap and water, and a cleaner had to have a real knowledge of tailoring. Because of the work involved, cleaning seemed to have been reserved principally for the finer garments.

The garments had to be first ripped apart at the seams and processed piecemeal due to the problem of drying and sizing. These parts of garments were washed, then sized with gum arabic and dried on heated drums. After drying they were sewed back together.

The drums used for drying were big steam-heated cylinders made of sheet copper $^3/_{16}$ inch thick. Steam entered at one end and heat was controlled by a valve on the other end. One of the original drums, still kept in the basement of the present plant, is 6 feet in circumference and about 8 feet long. In operation this cylinder was braced up off the floor in a horizontal position so it could be revolved by the "yacht-wheel" ends, which were wooden handles for turning the drum. The sized strips of garments were simply plastered on to the outer surface of the drum and stuck there until dry.

Back in 1880, shortly after the plant changed from soap-and-water cleaning to the use of gasoline, its second premises were destroyed by fire.

The present building is the fourth location. It was built in 1904, just 48 years ago, especially as a drycleaning building, and has five floors.

Old records of the Morgens-Scott concern are of particular interest. For instance, in 1901 payroll records showed the owners Gustav and Will Morgens making $12 a week—while their tailor made the top salary of $14. An aunt made the grand wage of $2 per week, and Henry White, who recently celebrated his fiftieth year with the company, made $10.50. A watchman got $2.

Some of the "paid outs" make interesting reading, too: ". . . damage on dress, 50¢ . . . thread 5¢ . . . buttons 30¢ . . . one pound of sponges $2.25 . . ."

Taxes on the new building in 1904 amounted to $210.20 for the year. A "sprinkling tax" of $2.96 paid for the horse-drawn sprinklers that kept down street dust.

Sign costs for the sides of the present building prove to be just a bit more nowadays, too. Four big painted signs on the upper walls of the plant cost $80 in 1906. In 1952, two signs on the same building cost $283.

In 1904 the company had the present plant and two stores, which showed a week's gross of $917.85. The month's take was $3,845.40 with a total expense of

ONLY CHANGE in present building since construction in 1904 was glass-block front. Big "E" trademark covers most of three top stories

$2,461.24. Of this, $1,768.35 was labor cost. Outstanding accounts for this particular month amounted to $2,212.98. Net profit for the month, $1,384.16.

Also for 1904, some more of the paid-outs read: "Bay horse $100 . . . new wagon $175 . . . 5 horsepower motor $135 . . . 2 glove machines $300 . . ."

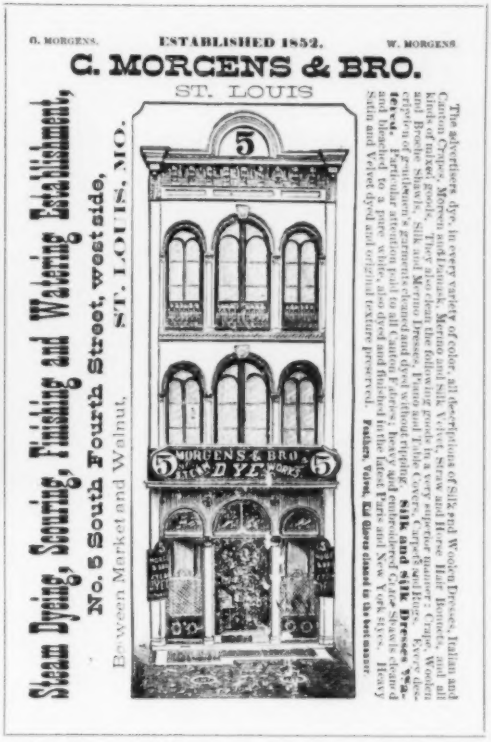
This glove-machine deal was a big thing. By buying six of the machines the Morgens plant got an exclusive franchise for two years and went all out on gloves at 5 cents a pair—any size, shape, length or color. They did from 500 to 600 pair a day at this special price which was "out of this world" at the time. After the franchise on gloves ran out, they developed a terrific tie business at the same 5-cent price.

Even as far back as 1906 there is evidence in the record books of the progressive thinking of the management. One item listed is "$164 for a new still." This copper still (to distill the naphtha) was built to the operator's specifications. It is thought to be the first *small* still put to use in a small plant at a time when only the largest had facilities for distillation.

In the entire 100 years of operation there has never been an employee killed or seriously injured, in spite of the frequent washer fires during the period when naphtha was used. Stoddard solvent has been used since the early 1920's, but the present owner can remember when an important part of the cleaning-room equipment was a barrel of water with an old blanket soaking in it, for smothering fires in the washer.

Peak year for the "old days" appears to have been 1927 when the Morgens-Scott plant, with five stores around St. Louis, hit $150,000 volume. At this time there were 100 employees and prices were $1.50 for suits and dresses starting at $2. Low point was 1939-40, with a volume of only $65,000. At the present time 40 employees are producing over $180,000, with suits priced at $1.25 and dresses at $1.35.

If it is true that "the first hundred years are the hardest," then the future generations of the Morgens family seem to be in an enviable position so far as this industry is concerned. # #


G. MORGENS. ESTABLISHED 1852. W. MORGENS.

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Steam Dyeing, Scouring, Finishing and Watering Establishment,

No. 5 South Fourth Street, west side,

Between Market and Walnut, ST. LOUIS, MO.

The advertisers dye in every variety of color, all descriptions of Silk and Woolen Dresses, Italian and Canton Crapes, Morens and Lusack, Merino and Silk Velvet, Straw and Horse Hair Bonnets, and all kinds of mixed goods. They also clean the following goods in a very superior manner: Crape, Woolen and Broche Shawls, Silk and Merino Dresses, Piano and Table Covers, Carpets and Rugs. Every description of Gentlemen's garments cleaned and dyed without ripping. **Silk and Silk Dresses** washed and dyed, Feathers cleaned and dyed, Lace Curtains washed and Bleached to a pure white, also dyed and finished in the latest Paris and New York styles. Heavy Satin and Velvet dyed and original texture preserved. **Feathers, Veiled, Kid Gloves cleaned in the best manner**

FIRST PLANT of century-old firm shown in old ad. Note details of processes and materials handled

FIFTY-YEAR EMPLOYEE, Henry J. White, 69 and still working, receives television set from owner

THIRD-GENERATION OWNER is James Allen Morgens

Photographs courtesy Katz Furs, New York

Left: NEW DEVELOPMENT, shown in canvas fitting, is paneled back with removable belt. Front is coachman style. Center: DEEP-BACK CAPE-STOLE is leading remodel number. Right: CAPE-JACKET has tuxedo front ending in pockets, removable all-around belt

Fur Remodeling Outlook for 1952-53

Style trend brings small fur pieces to front of profit picture

by DAVID G. KAPLAN

A NORMAL GOAL FOR REMODELS in any one storage season, according to the fur services survey reported in our March 1952 issue, is 10 percent of fur garments stored. This may seem a small amount to the average fur handler. Yet if only 5 of every 100 fur coats stored are remodeled, the gross for these garments will be greater than the *rest of the fur volume combined*, even if the work is farmed out. Certainly there will be work and some trouble involved, but it's worth it.

What's the style outlook in furs for this coming year and its remodel possibilities? The first signs of a real break in the five-year reign of the full, generous backs, either four-flared or pyramid, are evident. The new fur silhouette will feature narrower, belted backs, high yoked effects and slimmer paneled backs.

Sleeves are either full and straight with large adjustable cocktail cuffs, or semi-dolman with a taper below the elbow and a detailed cuff. Collars vary, but are mostly small and with some quirk or detail to heighten interest. Casual garments in the increasingly popular shorter lengths feature large, odd-shaped patch pockets.

The long-term trend in the wearer's approach to her furs continues to be of major importance to all who handle furs. More and more women are beginning to regard their "small" fur pieces, the cape-jacket or cape-stole, as their major fur garments. Wearable nine months a year in most areas, these small furs have relegated the full-length fur coat to the "occasion." More mink skins, for instance, are being made into small pieces than into full garments.

Conversions from old fur coats to fur-lined cloth coats have leveled off to a steady though smaller market. It is not hard to predict that most of the remodel jobs will be either to a smaller piece or conversions for the older coat. The newer garment will require a change of sleeve and collar line, and a shifting of fur in the back area.

HIGH STYLE in conversion for coming year. Three neck buttons; spotted lapin fur lining

A final tip: No fur coat will be up to date if it does not have one of the new bright "ombré" striped linings. # #

Amazing New Sanitone SS (Silk Size) Helps Build Summer Business! . . . Makes Finishing Easier!

BOON TO SANITONE LICENSEES . . . BLESSING FOR SANITONE CUSTOMERS!

Emery Industries miracle new dry-sizing process increases finishing production, lowers finishing costs . . . helps sales, too.

New process gives garments like-new feel, helps them hold their shape, stay tissue-crisp and resist wilting in hottest weather.

SANITONE Licensees in both Synthetic and Petroleum Plants Report Lower Finishing Costs . . . Increased Sales!

The discovery of Sanitone SS is just one of the many new developments that provide extra sales opportunities for Sanitone Dry Cleaners . . . help them build volume to more profitable levels. Tied in with a complete program of national and local advertising, Sanitone Dry Cleaners get and hold more business. For full particulars, write, wire or phone today!

Sanitone DRY CLEANING SERVICE

Division of Emery Industries, Inc. • Cincinnati 2, Ohio

When writing to advertisers please mention The NATIONAL CLEANER & DYER

CAREFUL WORKMAN Gus De Agazio points out most cleaners overlook fact that bad cut on fur is less obvious than on cloth garment

A Dozen Fur Coats

. . . . swell a tailor's volume and profit

by WILLIAM R. PALMER

A DOZEN FUR COATS have been remodeled by Gus De Agazio during the past year. At an average charge of $100 approximately, he believes the profit exceeded what he made on his drycleaning business for a dozen weeks for the same year. He was quite successful in leveling out the usual slumps in drycleaning volume by his fur-repair work, a fair percentage of which included replacement of linings.

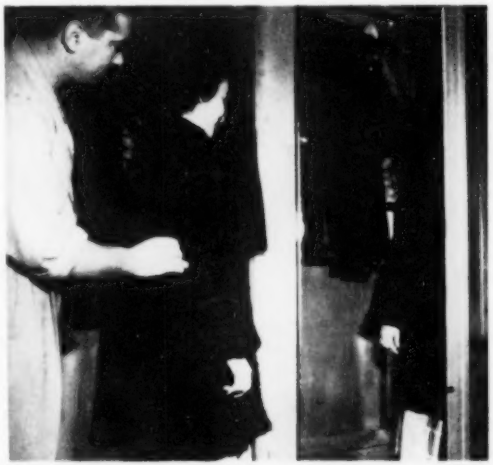
Gus was not a furrier by early training, but a tailor who set up a cleaning and tailoring shop in Crestwood, New York, a fairly-high-income community in suburban Westchester. Looking for an opportunity to increase his volume through the customers he was already serving, he decided on fur repair and remodeling.

He got his fur repair technique at the American Mitchell-Sol Vogel School of Designing by attending night-school sessions for a year under David Kaplan, first for three nights a week, then dropping to two nights. And even while attending school he remodeled or made up and sold at least a dozen pieces.

The fact that he was already a tailor helped him to learn the fur techniques quickly, Gus feels. He knows of others without tailoring experience who have done as well in a slightly longer period of time. He has worked in all the general kinds of furs although he avoids let-out coats "because they take too much time" and he still has to fit the work in with his regular cleaning business.

Gus subscribes to the Sol Vogel pattern magazine, selects one or two simple patterns and sells most of his jobs on those designs. He doesn't do any "rush" jobs, taking only those that give him time enough to fit the work in around his cleaning business. He gives considerable credit to *The Fur Book* in helping him get started, though his skill has reached the point where he rarely needs to refer to it now.

Since starting the repair and remodeling service Gus has been much more successful in promoting storage, cleaning and glazing of furs. He feels amply rewarded for the time put into schooling and for the modest investment in equipment. Even if he had not been willing to do the actual work himself, he feels the training was justified in enabling him to competently make estimates on work that he could farm out. That would be worth any drycleaner's time, Gus feels! # #



SIMPLE DESIGNS, usually more conservative, can be sold easily because customer knows they won't go out of style so quickly

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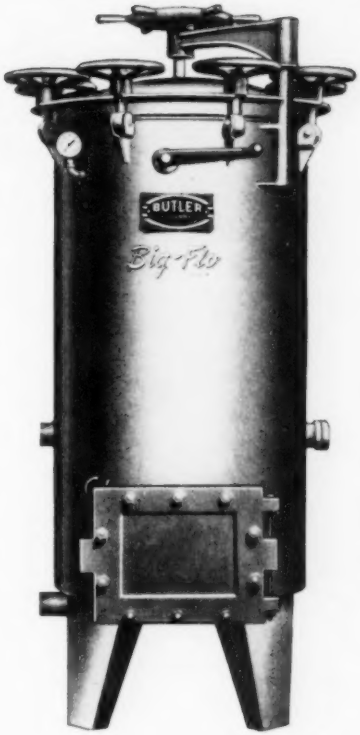

Butler 5000 gph Filter

Here's just one example of how the Air Cleanout* on a Butler Filter saves real money:

> The muck chamber of a 5000 gph filter holds 177.2 pounds of one kind of filter powder. That much powder soaks up approximately 45.6 gallons of solvent. So, every time undried muck is cleaned out of the full muck chamber, the money spent for 45.6 gallons of solvent is thrown away. At an average cost of 17 cents a gallon for Stoddard solvent, that's $7.75 a cleanout . . . with 52 cleanouts a year, a total loss of $403.00.

A Butler Filter *saves* that $403.00. Air Cleanout,* an exclusive Butler feature, dries out the muck bed . . . and makes muck so much easier to handle, too.

Regardless of the size of your filter or the filter powder you use, *you* throw money away every time you throw out undried muck. It's money worth saving . . . and you can save it with Butler Air Cleanout.

*Patent No. 2,379,848

Try This . . . See for Yourself

Make this quick, easy test in your own plant. Put a pound of your filter powder into a pan and pour in solvent. Notice how the solvent is soaked up.

A pound of powder quickly absorbs about a third of a gallon of solvent. The same thing happens in your filter . . . the same thing and worse, because filter powder mixed with dirt is even more absorbent . . . and will rob you of even more solvent, unless you have Butler Air Cleanout.*

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How To Get All the Heat Out of Steam

Tools, controls and methods for most efficient and economical operation

by JOSEPH C. McCABE

STEAM IS THE EASIEST, least expensive way of getting large quantities of heat to points of use. There are all kinds of controls you can put on steam to hold it to the temperatures and pressures that give best results. That's why smart operators keep constant checks on how well their equipment performs and their controls work.

Among the tools you use for improving performance of driers, presses and similar equipment are traps. They'll help you remove condensate and trapped air so you get only high-temperature steam, with no water or air binding, throughout the working area. But as your plant gets bigger and you use more steam at high pressure you begin to figure ways of holding down your steam-making costs.

You'll find yourself thinking about heat balances.* That simply means trying to figure how many heat units you can save by, say, passing condensate through heat exchangers* to warm up cold water before you pump the condensate back to the boiler. Then you weigh this saving against the cost, repair, operation of the heat exchanger. If it looks as if it will pay, then you go ahead and put in a heat exchanger.

Every condensate-handling system presents its own special engineering problems when it comes to deciding what makes a good heat balance. The same thing holds when you get around to deciding which equipment will do the job best. One fact is certain: Clean condensate and flash steam* should not go to waste.

How To Return Condensate

In some cases steam-using equipment is so far from the boiler that you feel it may not pay to return the condensate. Some of the difficulties you run into involve pumping problems, moving the condensate through long return lines to the boiler, or maybe having to lift the condensate from low levels to higher ones.

In the low-pressure* field (the usual steam-heating system) the vacuum pump does a first-rate job. The only possible objection from the high-pressure user (the drycleaning, laundry, commercial, industrial plant) is

* See glossary.

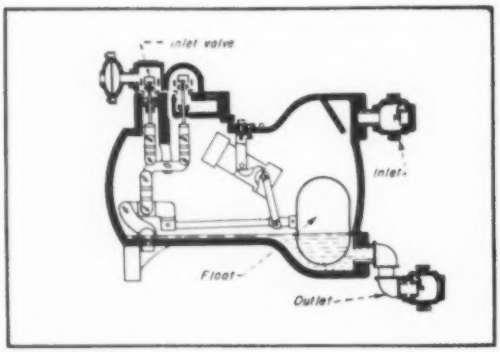

FIG. 1. Return trap

GLOSSARY

Engineering terms used in this article

Closed system—In condensate return systems the term "closed" means the condensate is never exposed to atmospheric pressure.

Deaerate—All waters carry a certain amount of dissolved gases and air. When you raise their temperature to boiling then the dissolved gases and air come off with the steam. The result is a water free of air—"deaerated."

Flash steam—Once you heat water to above 212 degrees F. and raise its pressure by confining it in tanks or pipes, or lift it above the ground and then let it dump into a tank at lower pressure or to the open air, the pressure will relieve itself. In doing so it rids itself of excess energy by letting the high-pressure water flash to steam. And enough will flash off to restore balance at the new pressure level.

Heat balance—Every pound of steam leaving the boiler carries with it a certain heat content, measured in B.t.u. Some you use in your process equipment; the rest is lost or returned in the boiler feedwater. For every place you'll find steam you can set up a balance sheet—so many B.t.u. in, so many out. Then you can rearrange equipment or add more to effect a more favorable B.t.u. or heat balance; i.e., more used, less lost.

Heat exchanger—A device put in the path of an otherwise wasted source of heat (B.t.u.) to salvage it by heating a colder item used in your process. A common example is the heat reclaimer of the laundry field that uses heat from waste wash water to raise the temperature of incoming raw water.

Low-pressure system—Dividing line between low- and high-pressure steam generation is usually set at the point (generally 15 psi) where state or municipal codes require either licensed operators or annual safety inspections.

Open system—In condensate return systems "open" means that somewhere between the condensate's departure from steam-using equipment and the boiler drum, the condensate is exposed to atmospheric pressure by venting or in an open tank.

Vented receiver tank—A special tank which acts as a common reservoir or receiver for returning condensate from a number of steam-using devices and exposes this condensate to atmospheric pressure through a vent open to the outside.

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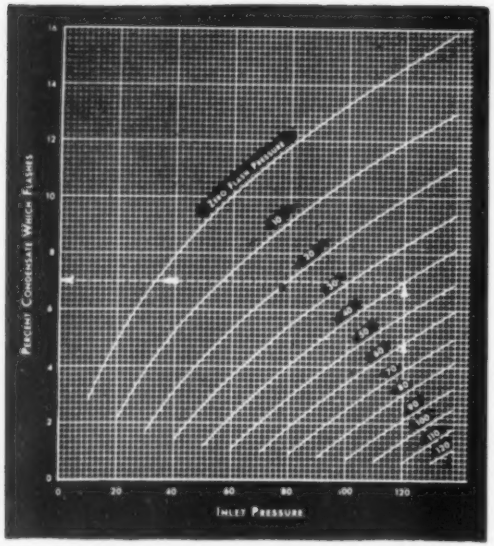

FIG. 2. Losses of flash steam

loss of flash steam because the condensate comes to a vented receiver tank.*

Yet there are ways of getting around this objection. Remember, the only criticism of the vented arrangement is the fear that flash steam will be lost.

Let's begin with a well-trapped plant and assume we want to return condensate to a height above the condensate return lines or directly back to the boiler. Most traps will discharge condensate to a height above the trap outlet. The height depends on the pressure of the steam inside the trap that drives the condensate out. It takes about one pound of pressure to lift the condensate two feet.

But to rely on the individual trap to do the job of getting condensate to any great height is a mistake. No drain trap should ever be expected to discharge above the level of the return main. The reason is simple: No condensate will move out of the return main unless there is enough pressure in it to keep previous condensate flowing. For intermittent operation, such conditions are perfect for water hammer.

Until fairly recent years the return trap offered about the only practical setup for the high-pressure steam user. But to work right the plant layout had to be one where the return lines could deliver condensate to the trap under the flow of gravity and where there was plenty of headroom above the boiler.

Actually, the return trap (Fig. 1) is not truly a trap but rather a pistonless pump. Inside the valve body you'll see a float which operates the valve gear. One of the valves vents the trap to atmosphere or to the steam equipment being drained. The other valve admits boiler-steam pressure when needed. After the trap fills with condensate, the float snaps the vent valve closed and the steam valve open. With boiler pressure above the condensate it flows into the boiler.

Except for the rare case where a return trap connects directly to each piece of equipment, the usual practice is to collect condensate from return mains in

* See glossary on page 44.

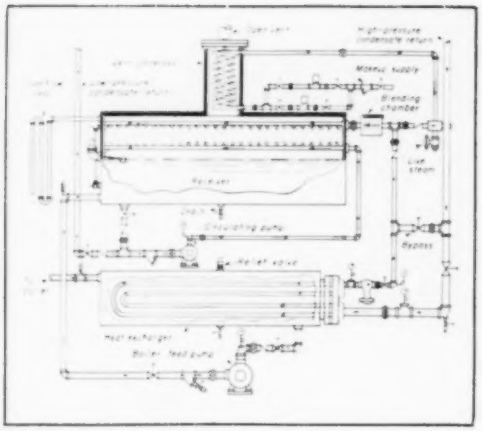

FIG. 3. Open condensate-return system

Table I—Use of Reflash Steam Saves Money

High-pressure condensate lb./hr.	Reflash steam 10%-lb.	Saving in dollars Per hour	Per day	Per year
1,000	100	.04	.32	100.00
2,000	200	.08	.64	200.00
4,000	400	.16	1.28	400.00
5,000	500	.20	1.60	500.00
10,000	1,000	.40	3.20	1,000.00

a common receiver and then hook the return trap to this receiver. This receiver is vented to keep condensate moving and remove entrained air.

Right then and there the high-pressure-system operator comes up against the objection of loss of flash steam. His objection is a good one (see Table I and

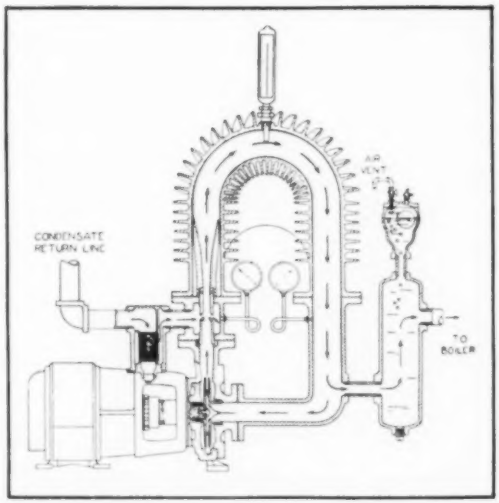

FIG. 4. Closed condensate-return system

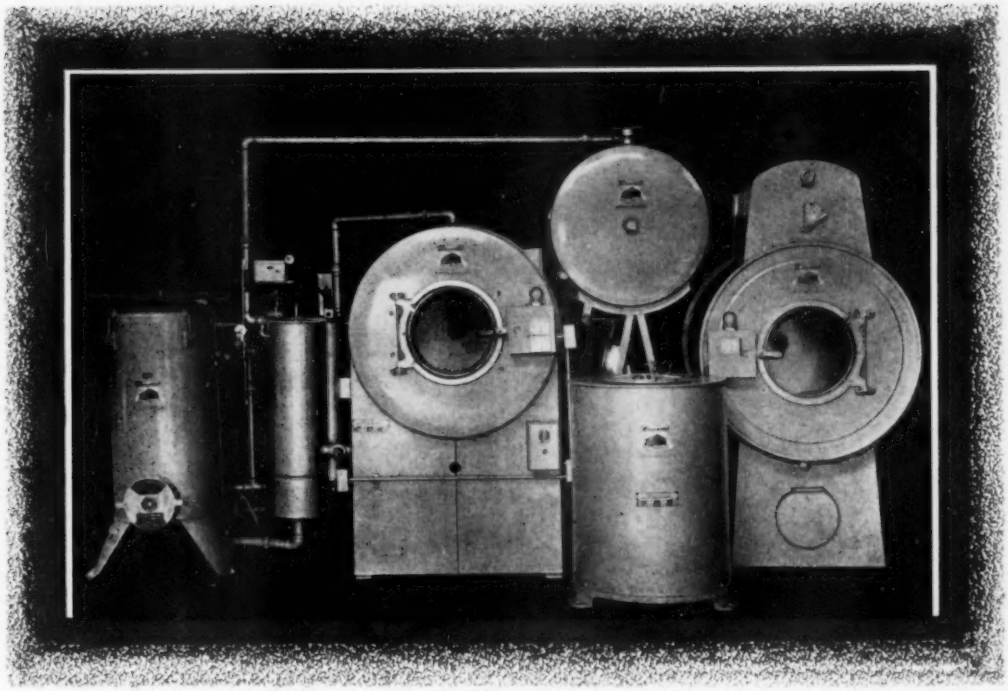

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Fig. 2). For instance, if you start with a condensate at 100 psi and drop the pressure to 75 psi, 2 percent goes off as flash steam. If you do what's even more usual, drop from 100 psi down to atmospheric pressure (that is, 15 psi), you'd lose close to 10 percent (9.5 to be exact) of the condensate you started with. If your steam costs 40 cents per 1,000 pounds and you're handling 1,000 pounds an hour for an 8-hour day, 6-day week, you'd lose close to $100 a year ($99.84).

How Open System Works

As you might expect, there is a choice of ways to work flash steam into the boiler-water cycle without any appreciable loss. The major ones are the open* and the closed systems.* In the open system (Fig. 3), you'll find a heat reclaimer or exchanger, along with a standard boiler return system. This arrangement eliminates flash loss and also deaerates* the feedwater.

Low-pressure returns blend with storage water at the circulating pump, which feeds the lower spray manifold in the receiver. Water from these nozzles, being cooler, helps condense steam vapor discharged from upper nozzles. An overflow seal on the receiver assures that vapor and air must pass through the vent condenser.

High-pressure returns flow through the heat exchanger tubes to heat the boiler feedwater before they continue on to the blending chamber. Here the condensate mixes with incoming makeup. If the mixture temperature is too low, a temperature-regulating valve admits live steam to the mixing chamber. The heated mixture then enters the upper spray manifold where it is atomized and deaerated. The boiler feed pump pulls the water from the receiver when it is needed.

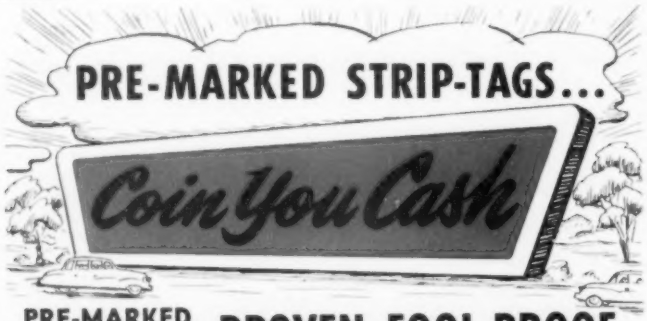
You'll notice a device called a vent condenser on the receiver tank. It draws heat from any vented gases or air released from the condensate. Incidentally, the high-pressure condensate gives up considerable of its temperature in the heat exchanger section. This brings its temperature way down so that when it hits the receiver very little of it, if any, will flash to steam. Yet its temperature is high enough to release any dissolved gases.

The Closed System

Fig. 4 presents a closed system for handling high-pressure condensate. It employs a special jet-loop arrangement called a thermo-priming loop. One of the big difficulties encountered in trying to pump high-temperature condensate is its quickness to flash to steam if pressure drops. With the arrangement shown in Fig. 4 the incoming condensate gets pulled into the priming loop by the action of the jet. There it mixes with condensate already in the loop and has its temperature lowered by the mixing. The extra volume of new water pushes an equal volume out of the priming loop into the vented air separator. Here entrained gas or air escapes to the atmosphere and the high-pressure condensate moves on to the boiler.

Fuel savings in either method are good. For each 11-degree rise in feedwater temperature the fuel savings approach one percent. The manufacturers of condensate return equipment report savings in the neighborhood of 10 percent and up. # #

* See glossary on page 44.



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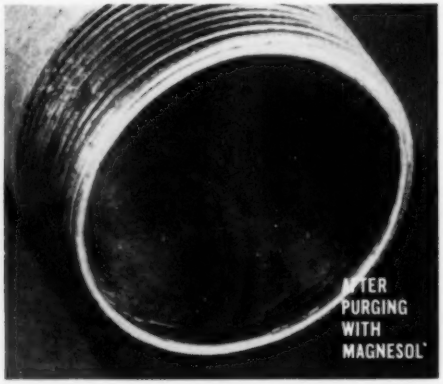

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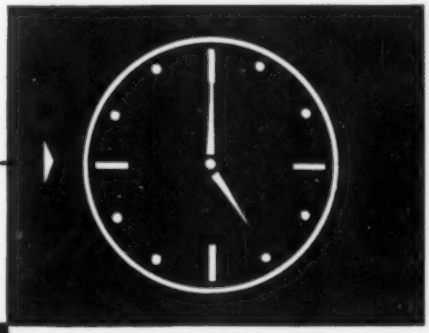

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Manual for Training Silk Finishers

Part VI: Finishing skirts of soft materials on finishing board or offset press

by LAURA HERRMANN PORTERFIELD

A. Instructions to Trainers

Instructions for this operation should follow right along with those for the puff irons. When the new operator has been trained on this piece of equipment, she should be able to finish an entire garment. However, you will have to select the proper garments to go into the unit. Any work that requires hand finishing will have to be held out and done by a different operator until the new one has been taught how to do the hand work.

In this article we will refer to the machine only as "the board," and you may consider it either the steam finishing board or offset press.

1. Type of garments to be finished in the unit

Any garment which can be finished on the puff irons can be finished on the finishing board or offset press, if it is all made of the same material. Some garments have a bodice of crepe or soft-finished material, while the skirt may be of several layers of taffeta or similar hard-finished fabric. Instructions for handling these hard-finished materials will be taken up in the next article. There are also some dresses with a hard-finished top or bodice and a soft skirt; the top would have to be done by hand but the skirt could be finished on the board.

The new operator will be able to handle all of these types of garments when she has been given the proper instructions, but she must be told why they have to be handled in a different manner and why she is not being given those to finish at the present time.

Materials like gabardine, wool and silk crepes, matelasses, soft wools, satins, palm beaches, failles and jerseys can be finished perfectly without any shine or seam impressions.

2. Padding and covers

Instructions on the best way to pad the board were furnished by the manufacturer when it was purchased. There are several different ways, using different types of padding. We want to remember that a quilted padding will become matted rather quickly; if the board is used constantly this type of padding should be changed every week. A hard padding is one of the main causes of shine.

The new employee should be taught how to take care of her equipment even before she is taught how to use it. Be sure that the cover and padding cover your board completely so that none of the steam escapes from the sides. You also want to be sure that you have the iron rods in the sides of the cover-cloth hem, so that you will have a smooth edge on the board. Explain the reason for these rods to the new girl. Show her how the hooks to hold the cover on are fastened to this rod through the cover cloth so there is no scallop edge on the machine.

Remember: **The cover must be fastened so tightly that when you step on the steam pedal no steam escapes around the edges nor does the cover rise off the board.**

If you make your own covers, be sure to explain to the girl where to get the material, how to cut it, where to send it for sewing in the hem and drawstring, and all the other necessary details.

Also explain to the operator why you have a cotton cover on the board but a slick cover on the trowel. For good finishing on either machine, the hand trowel should have a good Celanese or nylon cover, *without any holes or defects of any kind.* The slick surface will slide over the garment evenly, without any drag. The board itself should *not* have a nylon cover as the garment slides off it too easily and it is impossible to lay a good pleat on this type of cover.

3. Operation on board

The operator should know how to use her foot on the steam and vacuum pedals before you put a garment on the board for her to finish. It is much easier if she first sees how fast the steam comes out of the board in coordination with the pressure on the foot pedal.

It might be a good idea for the new operator to finish about 20 tops on the puff irons first, and then come over to the board to do all the skirts. Explain that you are doing it this way right now because we learn by repetition and if she had to do her puff-iron work between each garment as she will later, she would not be able to concentrate on the operation of the board. You might remind her also that she will not have the dress on the hanger when she does the entire garment in one operation, and that she will touch up all tops before she starts on the skirt, so that when she finishes the skirt she will have the dress completed.

If the hemline of the dress is badly wrinkled this should be straightened out with the hands, and a little steam from the board, before the trowel is put down for the first operation.

Show the trainee a couple of times the method of using your left hand to straighten out the wrinkles *after* you have the trowel on the hemline. Keep hand flat and on top of the board. **Do not cup the garment around the edge of the board with the hand** (see Fig. 2).

Watch the operator very closely to make sure that she does not use too much steam. Tell her she can always get more steam, if she needs it, but cannot do much about it if she uses too much. It will just get up into her face and make her uncomfortable. It will also take much longer to finish her garment as it will take more time to dry it.

Notice that when we are finishing pleats we use no pins, but rather let the trowel take their place. Also, we do not use the fingers of our left hand to stretch the pleat in length to make it fall in a straight line. The

43 times as much soap

IT'S AMAZING what 43 times as much soap will accomplish. The savings effected by 43 times as much soap are reflected throughout the entire plant.

Work flow is smoother; finishing costs are greatly reduced because of the near elimination of wet-cleaning; and spotting is reduced so greatly that silk spotters may direct their skills to the removal of difficult stains instead of dissipating their energies in the removal of routine food spots.

A 3% "*Super Soap Solution*" of FORMULA 886 provides 43 times as much active ingredient as 1 ounce per pound of a 1-1-1 stock made from the best filter soap. The cost is the same per hundred pounds of fabrics cleaned.

But to enjoy this low cost, and to provide the desired efficiency, the 3% solution must be extracted from the fabrics and salvaged for repeated use, after which the fabrics are rinsed in a separate bath of pure solvent.

In plants equipped with the combination washer-extractor this extracting prior to rinsing in pure solvent may be completed without a single transfer of the fabrics. *See Figure 1.*

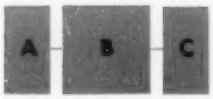
Those plant owners who are eager to observe for themselves just what the two-bath method will produce before investing in a combination unit may use their conventional equipment *as outlined in Figure 2.* Although this requires 3 transfers of fabrics for each batch, the saving in labor in other departments more than compensates for the labor in transferring.

FORMULA 886 is carried in stock for prompt delivery by leading jobbers throughout North America. For counsel on all variations of the Strong Soap Solution look to R. R. Street & Co., Inc., 561 W. Monroe St., Chicago 6, Illinois.

FIGURE 1

Two-bath method for Formula 886 with Combination Washer-Extractor

NO TRANSFER OF FABRICS



A • Filter for 3% solution of Formula 886.
B • Combination Washer-Extractor.
C • Filter for pure rinse solvent.

Procedure

1 • Clean fabrics on continuous in A & B.
2 • Transfer 3% solution from B to soap storage tank and extract the SSS into same tank.
3 • Fill B with pure solvent and rinse on continuous through C.
4 • Transfer rinse solvent from B to rinse storage tank and extract rinse solvent into same tank.

FIGURE 2

Two-bath method for Formula 886 with Conventional Equipment

3 TRANSFERS OF FABRICS

A • Filter for 3% solution of Formula 886.
B • Washer for 3% solution of Formula 886.
C • Extractor.
D • Washer for pure rinse solvent.
E • Filter for pure rinse solvent.

Procedure

1 • Clean fabrics on continuous in A & B.
2 • Extract in C and return soap extractings to B.
3 • Transfer fabrics for pure rinse in D & E.
4 • Extract rinse solvent in C.

Write for free copy of treatise titled "THE COMBINATION WASHER-EXTRACTOR, Its influence on the Strong Soap Solution."

Copyright 1952 R. R. Street & Co., Inc. 5886-21

Paid Advertisement •

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FIG. 1. Start with trowel at hemline, making sure hemline is straight

FIG. 2. Hand follows thread of material

FIG. 3. With steam on, trowel used in ironing motion

FIG. 4. Hand position for moving garment

steam will be the biggest help in straightening out the pleats.

Suggest to the operator that she relax her arm and not press hard on the trowel, as she normally would on a home iron. Usually up one side of the board and back down the other is sufficient to give a good finish to a garment.

Watch to make sure the girl does not use the trowel when she is vacuuming. Not only does this slow down the finishing operation but, perhaps even more important, it creates shine and seam impressions, especially on the synthetic materials.

Many operators have the habit of picking up and laying down the garment almost any place, and do not make the minimum number of lays necessary to finish the skirt. If the garment is always picked up at the far edge of the board and laid down at the edge closest to the operator, you will find that all the skirt will be finished in the smallest amount of time possible.

Starting at the zipper, the operator will always know when she has finished the entire skirt. Remind her that the zipper or side opening should always be closed when the skirt is being finished so that the garment will have a smooth hipline.

B. Instructions to Trainees

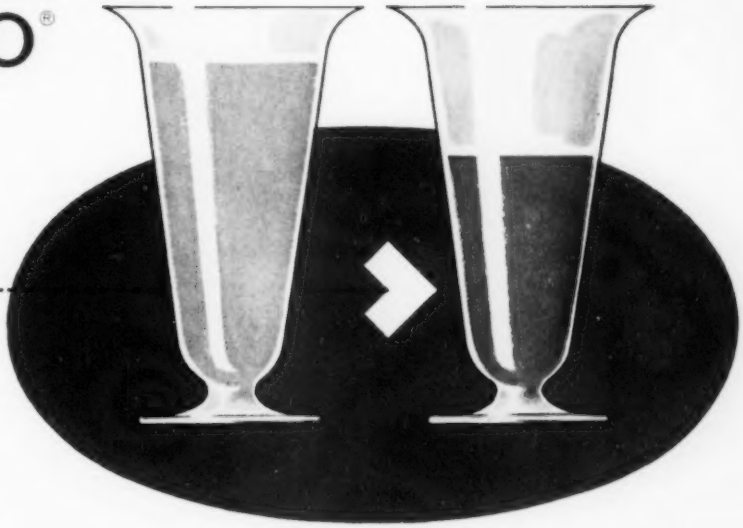
Job Breakdown:

I. Completing dress (single-operator units)

IMPORTANT STEPS	KEY POINTS
1. Place garment on hanger.	a. Be sure garment is facing correctly on hanger for moving on slickline.
	b. Close neck opening if necessary to keep garment on hanger.
	c. Close side opening.
2. Hook hanger on to hanger adjuster.	a. Lower hanger adjuster to convenient height, usually 9 inches above board.
3. Pull hem of skirt over small end of board.	a. Grasp hem on either side of seam at zipper opening so you have zipper on top of board as you begin finishing.
4. Place trowel on hemline.	a. Be sure hemline is straight (see Fig. 1).
5. Straighten skirt while steaming.	a. With trowel on hemline, step on steam pedal. Keep right hand on handle of trowel.
	b. As soon as steam is through garment, use left hand, *flat*, to straighten out panel.
	c. If cut on bias, follow thread of material with hand (see Fig. 2).
6. Steam and finish skirt.	a. Now as you steam the second time, use trowel in same motion as an iron (see Fig. 3).
	b. Always follow thread of material; then hemline will always be straight.
7. Dry garment.	a. Step on vacuum pedal, remove pad while drying garment; place it on board for easy reach.
	b. Place right hand at hem and left hand at waistline of garment, on far side of board (see Fig. 4). (*Continued on page 66*)

You Lose Less Solvent When You Use

DARCO®



Compare the retention loss . . .

POWDER "A"	**DARCO**
retains .229 gal./lb.	**retains .145 gal./lb.**

DARCO SAVES ON SOLVENT TWO WAYS!

***Blue Label* DARCO DC**
***Once a Day* EVERY DAY**

ONE: Blue Label Darco DC is a heavy and highly efficient powdered carbon that gives you more sweetening ability per cubic foot. This means less of your solvent is lost in the filter cake. Remember! As shown by the figures above, ordinary "sweeteners" steal a lot of your valuable solvent.

TWO: You need *less* Darco than other "sweeteners" because Blue Label Darco DC is a high-powered, *all-purpose* purification powder. Darco sweetens, decolorizes, and deodorizes. All this, too, saves on solvent.

Blue Label Darco DC does more than save on solvent! It makes a clean sweep of *all* troublesome impurities that foul your solvent: colors, odors, *and* fatty acids. So, to have crystal clear solvent—Stoddard or synthetic—all day long, start the day with Darco.

See your Darco distributor *now*. And write for the Blue Label Darco DC instruction card.

DARCO

DARCO DEPARTMENT

ATLAS POWDER COMPANY

Darco General Sales Offices

60 EAST 42ND STREET, NEW YORK 17, N. Y.

ATLAS POWDER COMPANY, CANADA, LTD., BRANTFORD, CANADA

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FIG. 5. Trowel holds pleat at bottom, left hand straightens

(Continued from page 54)

8. Move dress for next lay.	a. Always move garment toward you.
	b. Check for any fault in finishing as you move garment.
9. Proceed as in Step 4, around entire skirt.	

Job Breakdown: II. Finishing Pleats

IMPORTANT STEPS	KEY POINTS
1. Place pleats in position.	a. When doing skirt, finish pleats as they come.
	b. If necessary, use slight steam to soften material and aid in laying pleats in position.
	c. With fingers grasp outer crease of pleat and fold over to proper place, so inside crease is on old mark.
	d. Straighten pleats only at bottom, about 4 inches above hemline.
2. Straighten pleats.	a. Put hand trowel on hemline to hold pleats.
	b. Apply light feather of steam and straighten pleats with left hand (see Fig. 5).
3. Steam and finish pleats. (See Fig. 3)	a. Use trowel in same motion as for plain skirt, and use only while steaming. You will want to go over twice if you use too much steam.
	b. Too much steam will blow pleats out of position.
4. Dry pleats.	a. Step on vacuum pedal and dry thoroughly. This is very important in finishing a good pleat.
	b. Do not use hand trowel as this will cause shine and impressions.

Next month we will finish instructions for a typical one-girl unit by taking up the touch-up work that would be done on the previously discussed garments: those that would be finished on the offset press but cannot be finished on a steam board without the use of the hand iron, also skirts that would automatically come to this unit. Other garments that would have to be hand-finished will be taken up in a later article.

Stores Welcome Fabric Leaflets

Fifteen minutes per leaflet for each department store owner is what C. L. Thompson finds necessary to call the retailer's attention to the leaflets on fabric problems produced by Dr. Lyle of the NICD. The owner of the Lexington (Kentucky) Laundry and Cleaners buys these leaflets 2,000 at a time whenever a new one comes out. He uses them for bundle inserts. He also takes a handful and visits every major garment retailer in the city of Lexington.

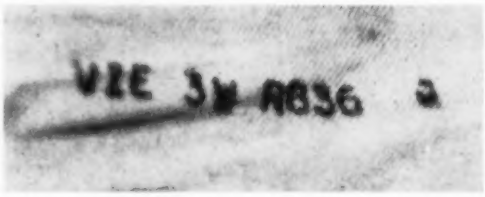
Mr. Thompson has found that he spends an average of 15 minutes explaining the first two leaflets he presents to these retailers and suggesting they show them to their buyers. It then is no longer necessary to make personal calls. After the first two leaflets he mails the succeeding issues and is assured that they are being read.

Mr. Thompson states, in fact, that the department store people show an intense interest in the leaflets. Rather than appearing defensive or irritated they ask for all further information. He remarked, for instance, about one store owner who had hesitated to buy milium-lined garments because he was doubtful about their serviceability. On the strength of the leaflet he made an initial purchase of such garments.

Dacron Sewing Thread

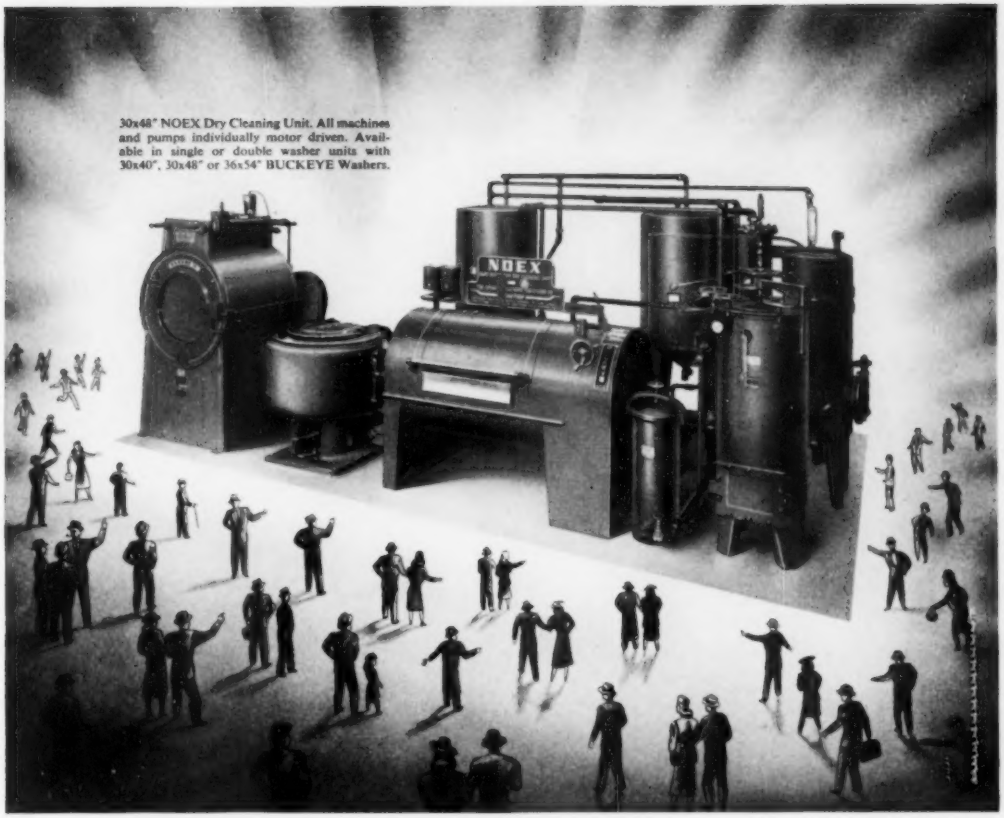
The first sewing thread of Dacron fiber for home use has been announced. It is an all-purpose thread, said to be excellent for fabrics containing such new synthetic fibers as Orlon and Dacron, as well as for cotton, silk, wool, rayon, acetate or nylon. According to the manufacturer, the Spool Cotton Company, the new thread is superior for stitching sheers. It is available in size "A" under the brand names of J. & P. Coats and Clark's O.N.T.

Is This Your Mark?



The cleaner's mark (VIE 3W R836) reproduced here is the only clue to the identity of a body recently removed from the Ohio River by police of Aliquippa, Pa. The badly decomposed body was that of a white man, possibly about 30 years of age, about 165 pounds in weight, and about 5 feet 10 inches in height. The waist measurement of 32 inches was determined from the belt. The body was dressed in white shorts and dark blue sharkskin trousers, with the mark above on the pocket.

Anyone who recognizes the mark or can identify the type of machine used to make it is asked to get in touch with Charles J. Sorok, Chief of Police, Aliquippa, Pa.



30x48" NOEX Dry Cleaning Unit. All machines and pumps individually motor driven. Available in single or double washer units with 30x40", 30x48" or 36x54" BUCKEYE Washers.

You get closer to more customers

...with NOEX

Local restrictions against use of low-flash cleaning solvent needn't keep you away from that choice business district. With NOEX Dry Cleaning Unit, approved by Underwriters' Laboratories for use with any 140° Flash Solvent, you can take advantage of that better business location which means more customers for you.

And with consistently better quality cleaning you get from NOEX's expertly designed machines, customers will stay "closer" to you . . . keep coming back with their work.

Each machine in the NOEX Unit is quality built for low-cost cleaning on fast schedule with any 140° Flash Solvent: "*Double-Action Cleansing*" BUCKEYE Washer, NOEX Safety Controlled Tumbler, rugged AMERICAN Solid Curb Extractor, complete NOEX Solvent Reclamation Equipment.

Lick that low flash solvent restriction problem now, and get NOEX, the Dry Cleaning Unit that can put you closer to more customers. WRITE TODAY for free, fully-illustrated catalog.

cAc Co.

DIVISION OF THE AMERICAN LAUNDRY MACHINERY CO.

AMERICAN CLEANERS EQUIPMENT CO.

CINCINNATI 12, OHIO

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Are you getting MAXIMUM PROFITS *from your Storage Vault?*

Fur storage and fur cleaning are only two of the *big profit potentials* in a vault installation. You can get more business from your present customers . . . and attract new customers . . . by offering a complete fur service in your own plant! Get your share of the profits waiting for you in fur repair . . . remodeling . . . merchandising. You can build up a good volume in any or all of these potential markets . . . with the help of

THE FUR BOOK

A Practical Guide to Fur Garment Making, Maintenance, Repairing and Remodeling

BY DAVID G. KAPLAN

Fur Editor, The NATIONAL CLEANER & DYER

Outstanding teacher-furrier-consultant

Everything you need to know about handling furs: Cleaning, glazing and dyeing . . . how to do repairs and remodeling . . . how to make fur accessories . . . types of furs and how to handle each . . . how to solve fur problems. All clearly explained by the leading instructor in the fur field—with about 200 helpful diagrams and photographs. PLUS a table of estimated costs and a section on building a fur business or department.

A COMPLETE, *PRACTICAL*, SELF-TEACHING COURSE FOR ONLY $7.50

and now—

for a *complete* guide to storage vault installation and operation—

Free!

With every copy of

THE FUR BOOK—

STORAGE FOR THE DRYCLEANER

18-page reprint of NATIONAL CLEANER & DYER series includes:

building for low insurance rate; fumigation, temperature, humidity; layout, identification, records; inspection — receipt and delivery; how to figure costs and profits; storage selling and promotion.

The NATIONAL CLEANER & DYER
304 East 45th Street
New York, 17, N. Y.

Gentlemen: ☐ CHECK ☐ MONEY ORDER

☐ Please send me my copy (postage paid) of THE FUR BOOK by David G. Kaplan. ☐ Please send also my free copy of STORAGE FOR THE DRYCLEANER.

Name _____

Firm _____

Address _____

City _____ State _____

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Dengler Cleaners have established an enviable reputation for quality dry cleaning, and according to Charles Dengler, owner, his Manitowoc Synthetic Unit is largely responsible.

Mr. Dengler has owned and operated various other makes of cleaning units, but says, "My Manitowoc is far superior in both cleaning qualities and economy, plus much easier to operate. We are the only operators in this vicinity with this machine, and it enables us to give better cleaning, with better service, at a much lower cost per unit."

What more can you ask of any unit? Quality cleaning at a low cost will build your business and profits too.

It's the same story wherever you go — from coast to coast — a Manitowoc costs less originally, costs less to operate, yet turns out the finest quality cleaning.

Why don't you check into the many Manitowoc advantages?

Manitowoc Synthetic
PERCHLOR DRY CLEANING UNIT

MANITOWOC ENGINEERING CORP.
512 - 16th Street
Manitowoc, Wisconsin

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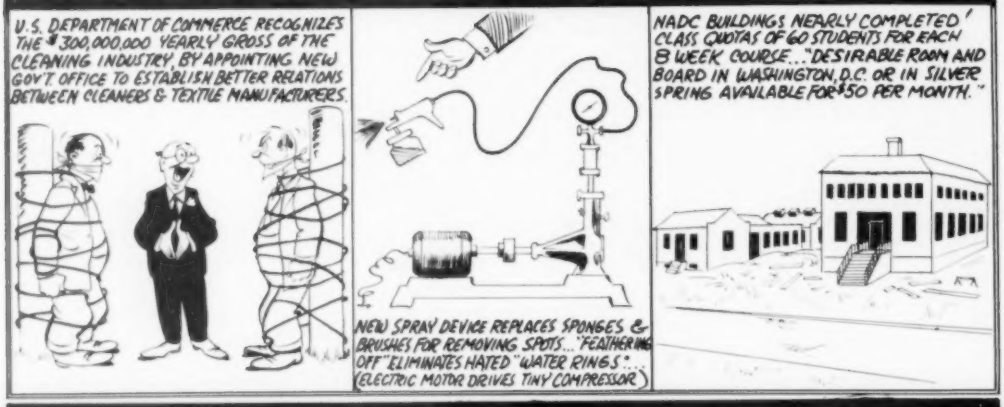
25 YEARS AGO.. AUG 1927



10 YEARS AGO.. AUG. 1942

TODAY! "THE LITTLE SHOP AROUND THE CORNER"

NOW...
cleaner, brighter clothes
with less wet cleaning

FLO-KLEAR

CHARGED SYSTEMS

Yes, you really can get better results with *less* wet cleaning when you use the Flo-Klear charged system. Why? Because Flo-Klear was designed to provide maximum detergency. It also allows an unusually fine dispersion of moisture to take out those water soluble impurities.

Another feature you'll like: Because Flo-Klear works with sweeteners, you'll have cleaner solvent *all the time*. You can clean load after load of garments with only a minimum of soap replacement—in other words, maximum soap economy, even with sweeteners.

Dry cleaners all over the country are really enthusiastic about this new Flo-Klear method. They like its active, effective, thorough soil removal . . . and they'll tell you it's perfectly safe for modern fabrics.

To sum up: Flo-Klear means better detergency and crystal clear solvent; that gives you better soil removal . . . brighter, cleaner work. Let your Pennsalt Sales-Service Representative tell you more. Dry Cleaning & Laundry Department, Pennsylvania Salt Manufacturing Company.

In the East: 2049 Widener Bldg., Philadelphia 7, Pa.
In the West: Woolsey Building, 2168 Shattuck Ave., Berkeley, Calif.

On loads requiring moisture... when Flo-Klear is used in the system, Pennsalt's Energex should be used in making up moisture stock solutions, because Energex can be used with a higher percentage of moisture than is commonly believed possible.

Pennsalt Chemicals

Progressive Chemistry for over a Century

Flo-Klear is a trade-name of the Pennsylvania Salt Mfg. Co.

VIEW FROM STORE of shoe repair workroom promotes interest while window deadens noise

Shoe Repair vs. Overhead

Thirty percent of cleaner's volume; six percent for advertising

by WILLIAM R. PALMER

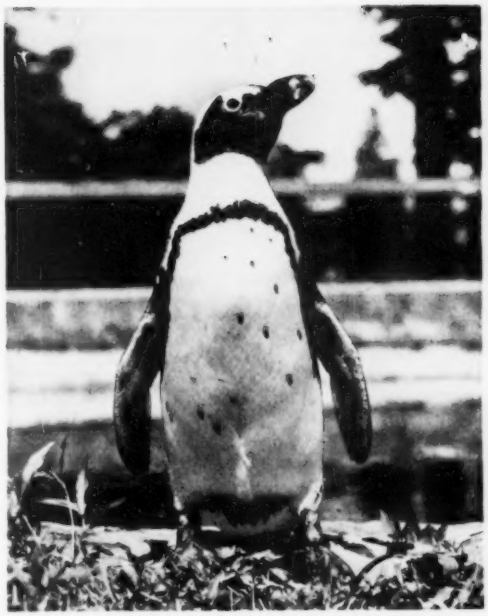
BACK IN DEPRESSION DAYS, in the picturesque city of Vicksburg, Mississippi, Louis Pichetti had a small shoe repair shop. It was on another corner of the same street crossing where his plant now stands. Instead of the 32 employees now with him, he worked alone or with an occasional assistant. To eke out the shoe repair business, he took in a little drycleaning.

United Cleaners and Shoe Rebuilders is now one of the leading drycleaners in Vicksburg. Drycleaning volume is twice the substantial shoe volume and there is also a sizable storage business.

Some idea why Mr. Pichetti has done so well lies in his success in dominating the drycleaning promotion in his area. For instance, and most important, advertisements 18 inches or larger have appeared **twice daily in the newspapers without a single interruption for 15**

SHOE BUSINESS DOMINATES store with booths, shine stand, etc. Same counter handles cleaning but racks are back out of sight

"Didn't the spotter even look at this suit?"



DON'T BLAME the spotter, Mr. Penguin. He tried hard, but those spots just wouldn't come out. Has that ever happened to *you*, Mr. Cleaner? If you have ever had to tell a customer, "Sorry, we couldn't do anything with that spot," or if excessive spotting is increasing your labor costs, then you'll want to know how *distillation* can help you.

THE BEST and first place to take out spots is in the washer. Distillation keeps your solvent free from soluble impurities . . . keeps it pure and active, able to soak up more soluble spots and oil. That means less spotting . . . and lower costs.

SINCE MORE SPOTS are removed in the washer, your spotter has more time for careful work on the spots and stains that solvent and water can't remove. Distilled solvent "softens up" difficult spots . . . produces bright, clean work that makes spots easier to see . . . easier to "feather." Oily residues left by impure solvent tend to gather around a spot and make it hard to feather, but a garment with no oily residues will practically feather itself!

RE-RUNS ARE REDUCED because garments cleaned in distilled solvent are free from oil film. You don't have to worry about "clean spots" showing up after spotting.

MORE AND MORE cleaners are turning to pre-spotting as a way to increase pass-ups. The pre-spotting agents applied to garments release extra fatty acids into solvent. Distillation keeps solvent pure and thirsty . . . able to absorb those extra fatty acids and prevent redeposition of soil.

FOR LESS SPOTTING . . . easier spotting . . . reduced re-runs and increased pass-ups, depend on distillation.

Butler Vacuum Stills come in a variety of sizes and can be operated with equipment available in any plant. Butler Pure-Flo Stills are simple and easy to operate . . . require practically no watching during the distillation process. They take out the acids and oils that filters can't remove and filter powders don't touch.*

Distilled solvent filters faster and easier. Soaps, and especially strong soaps, work better and re-runs are cut down. The extractor recovers more solvent, the tumbler produces more loads per day and spotting is reduced. Investigate a Butler Vacuum Still today.

*Trademark

BUTLER MANUFACTURING COMPANY

7452 E. 13th St. Kansas City 3, Missouri

BUTLER STEEL PRODUCTS

Is There a Thief in Your Cleaning Room?

Find out . . . send for your free copy of "The Case of the Cleaning Room Robbery" . . . entertaining, 16-page picture-story in four colors. Ask your Butler Sales Representative, or write.

Would you like to find out if YOUR solvent is as pure as it should be? Write Butler Manufacturing Company and a representative will be glad to do the testing free in your plant. N.I.C.D. also has a solvent-testing service which is available to members free of charge.

This is one of a series of advertisements discussing the place of distillation in the dry cleaning plant

When writing to advertisers please mention The NATIONAL CLEANER & DYER

years. This has given him the kind of institutional acceptance that no one can buy overnight.

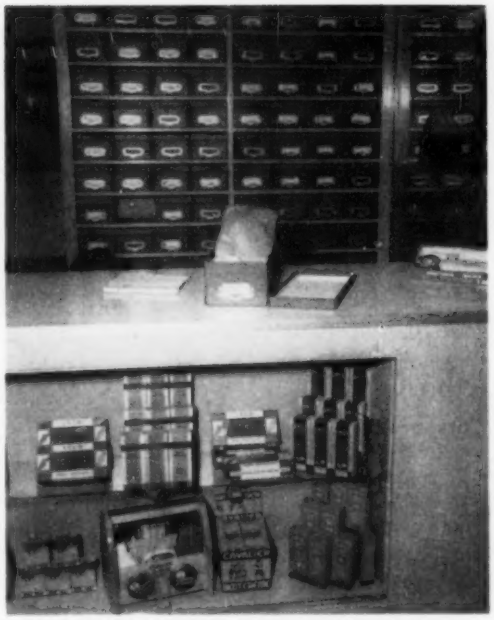
In addition, United is on the radio three times daily with commercials, has three showings a week in each of the two theaters, for three years has had a card on the outside of one bus on each of the city's eight bus lines, and has a set of four posters that are rotated among four prominent spots about the city.

All of Mr. Pichetti's promotion is handled by agency, since he feels he "gets the most for his money" in this way. Figuring agency commissions and all, he pays out 6 percent of his gross volume for advertising and sales promotion. Nor does this include a considerable investment in remodeling the building he bought into one of the most modern stores in the city.

Even though willing to spend 6 percent, Mr. Pichetti probably wouldn't be able to keep his prominent advertising position if he were doing drycleaning alone. It is the combined business that provides an advertising budget able to get United's name mentioned with the greatest frequency. If he can get as many people as possible to see the company's name as many times as possible, he knows the subject matter of the advertising isn't so important. People seeing an ad about cleaning will remember he repairs shoes, and vice versa.

This belief enabled Mr. Pichetti to design a store that is almost entirely devoted to shoe repairing in design and decoration. Except for two or three signs about cleaning and fur storage there is little about it to indicate a typical drycleaning store.

This hasn't deterred the customers from bringing in their drycleaning. Of United's total volume 87 percent comes in through the store. That's because of the advertising, and because its drycleaning proves to be as good as its shoe repairing. But 6 percent for consistent advertising started them coming, and the combined shoe repair and drycleaning provided the volume that justified the expense.



PACKAGED SHOE in paper bag. Cardboard boxes are for storing until called for. Customer's name goes on end of box. "Findings" or shoe supplies are sizable part of business

Sounds like a vicious circle, but it's really an ascending spiral. When Mr. Pichetti started advertising he had a lot fewer than 32 employees. # #

Passageway for Parkers

Problem of shopping-center plant solved by rear-to-front corridor

THE GROWTH OF SHOPPING CENTERS in suburban areas has presented a new problem for the designers of drycleaning plants. How are customers to get from a rear parking space to the counter at the front of the building?

This difficulty was considered in the planning of the shopping center in Reseda, California, a suburb of Los Angeles. The center was to include a new drycleaning plant under the management of Morty Feldman, brother of A. Feldman, partner with H. Berger in the real estate project.

An integral part of any shopping center is adequate parking space, usually at the rear. Most of the business establishments have rear entrances for the convenience of customers using the parking lot. For drycleaning plants, however, rear entrances have not proved entirely satisfactory, since customers must pass through the production department, dodging presses and threading their way through a maze of hanging garments.

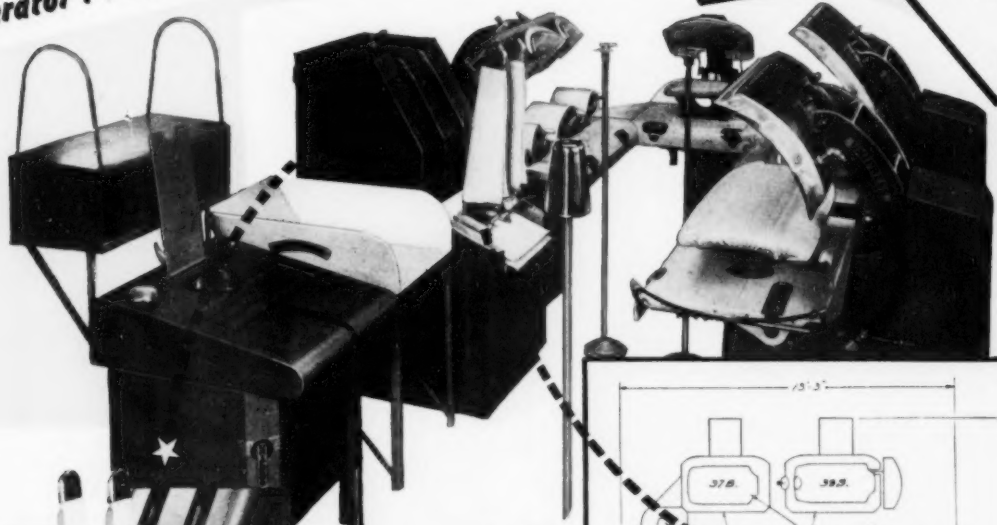
A few drycleaning plants have set up an extra service counter at the rear entrance. While this plan is definitely a convenience for customers, in most cases the additional service counter calls for employment of an extra counter girl, at extra expense. Or, if the same attendant tries to serve both the rear and front counters, there are times when confusion and annoyance to customers are bound to occur.

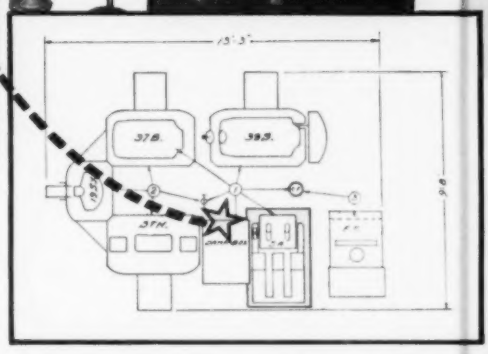
The space allotted at the new shopping center for White Oak Cleaners was 35 feet wide by 115 feet deep. This depth was 35 feet greater than that of adjoining stores, so that the rear of the plant actually extends considerably further than its neighbors into the parking area. The situation, therefore, offered a selection of three locations for the rear entrance—the rear end wall, or either of the two side walls. The west side wall was chosen; a double-door entrance was placed in it at a point about 30 feet from the rear corner.

The problem of routing customers from the parking lot was eventually solved by building a completely walled-in passageway inside the plant along the west

Start NOW! to enjoy greater profits . . . more quality shirts per hour per operator . . . lower labor costs . . . with the . . .

NEW UNIPRESS CONSTELLATION 3-GIRL Shirt Finishing Unit





Starring the UNIPRESS AUTOMATIC ONE LAY SLEEVER...

IN ANY SHIRT SYSTEM...

The UNIPRESS ONE LAY SLEEVER is an important *labor saving, cost saving, profit building* unit with *any* installation. Substituting the UNIPRESS AUTOMATIC ONE LAY SLEEVER for the less efficient model in your present system will automatically CONVERT YOUR 4-GIRL UNIT, OR BOTH OF YOUR 2-GIRL UNITS INTO A 3-GIRL UNIT.

PRODUCTION AND QUALITY HIT A NEW HIGH with the UNIPRESS CONSTELLATION, 3-GIRL SHIRT FINISHING UNIT!

The quantity and quality of shirts finished in the UNIPRESS CONSTELLATION UNIT is AMAZING . . . Now 3-girls can finish more quality shirts per hour, per operator . . . that means more profits to you because you use less floor space and have less operating expense.

The UNIPRESS CONSTELLATION SHIRT FINISHING UNIT features the new, automatic, one lay SLEEVER—it *irons* 2 shirt sleeves in one, quick, easy lay in a few seconds—cuts finishing time up to 75%.

Naturally the CONSTELLATION carries all of the famous UNIPRESS features . . . Glide Liner action, spring mounted bucks, finger tip controls and the unexcelled UNIPRESS engineering and construction.

ACT NOW!

THE UNIPRESS COMPANY
2800 Lyndale Ave. S. • Minneapolis, Minn.

Send floor plans and complete information on
_____3-girl UNIPRESS CONSTELLATION shirt unit.
_____conversion plans for our present system.

Name_____
Firm_____
Address_____
City_____ Zone____ State_____

Manufacturers of Laundry Power Presses and Equipment

The UNIPRESS Company

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wall, reaching from the rear entrance to the service counter up front (see accompanying sketch). The 35-foot width of the room easily accommodated a passageway 4 feet wide and approximately 62 feet long.

The inside wall of the passageway was built of plywood and clear glass, supported by 4-inch-square, floor-to-ceiling posts on 8-foot centers, with 2-inch strips placed midway between the posts for additional support. This arrangement permitted insertion of plywood panels, about 4 feet square, in the lower part of the framework. These were topped by glass panels, bringing the height of the wall (or partial partition) to a total of 7 feet. The woodwork is stained a warm cherry tone, through which the grain of the wood shows clearly, giving the wall surface a very attractive finish.

Morty Feldman is frankly skeptical as to whether the expense (about $150) of using glass tops was justified. His original idea was to make it possible for customers to see the plant in operation as they proceeded through the passageway. He is now of the opinion that most customers, preoccupied with their errand, simply walk straight ahead without peering into the plant, and that an all-wood wall might have served just as well at a lower construction cost.

In all likelihood, more customers do observe the plant's operations—perhaps subconsciously—than Mr. Feldman thinks. Also, the use of glass at the top gives the wall a distinctive appearance and gives the impression of quality construction.

The outside structural wall of the passageway is, of course, solid, and is painted off-white. The floor is concrete.

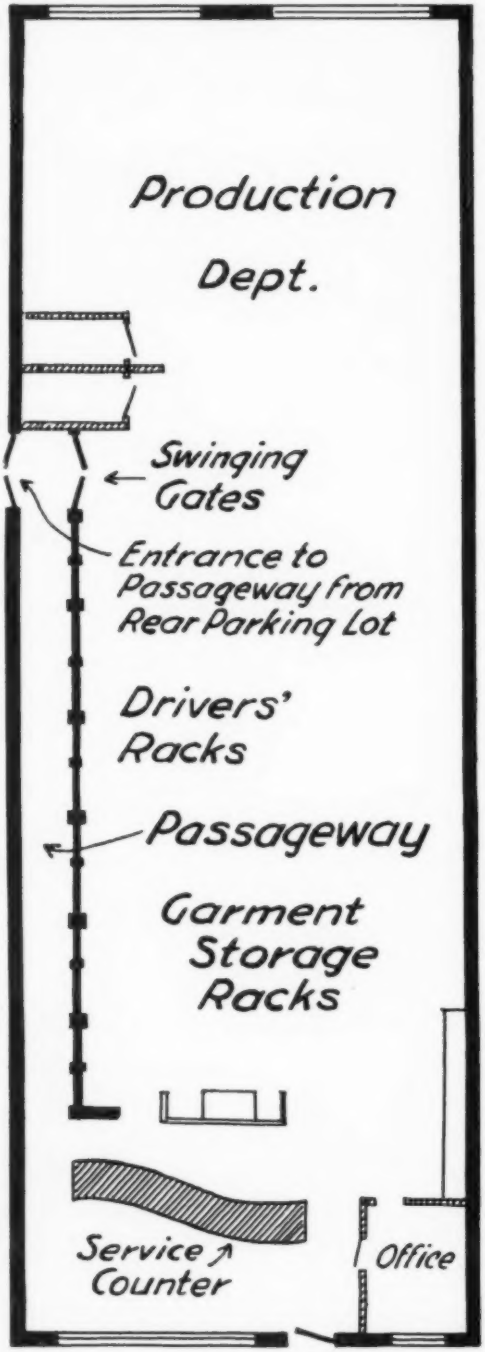
The outside double doors at the rear are made of solid wood; the rear entrance area just inside these doors is 4 feet wide by 6 feet long. Swinging gates on the inner side of this area open directly into the production department, automatically giving customers a view of some of the plant's fine equipment in operation. A black arrow, painted on the inside wall opposite the rear door, points the way to the front office.

Extra Benefits, Too

Additional storage space, used mostly for filing records, is provided by placing boards across the top of the passageway for a distance of about 16 feet, starting at the rear end. This storage space could, of course, be enlarged by extending it to as much as the full length of the passageway, if desired.

As to the functional benefit of a passageway of this kind, Morty Feldman says: "People like the passageway, and actually more customers pass through it than through the front door." # #

Left: FROM REAR PARKING area customers enter this double door, turn right into passageway that leads to service counter in front. Right: GLASS-TOPPED WALL at left permits customers to see plant at work on way to front counter. Swinging double gates (lower left) open directly into production department



A "Howling" Success!

One of the things that we're mighty proud of is the fact that Detrex drycleaners are such successful drycleaners. We know, too—because these cleaners tell us so—that this just isn't coincidence . . . it's due to the competitive advantages engineered into Detrex equipment.

For one thing, the Detrex Process divides the cycle to give you a load of fresh, clean clothes every fifteen minutes. One-day, even one-hour deliveries are completely practical on a regular basis.

In addition, there is no finer quality of cleaning . . . and at rock bottom cost per pound. This is because the Detrex cleaning basket has been carefully engineered for the finest cleaning . . . the Synth-O-Saver basket for the most complete solvent recovery. In addition, the highest rate of filtration and distillation assures an adequate quantity of clean solvent at all times. Combine these advantages with unique flexibility, dependable long-life construction and you have a few of the important plus-values built into Detrex equipment.

Get the whole picture . . . make comparisons. If you do you'll choose Detrex for the greatest money-making features in the industry. Be a *howling success*, too. DETREX CORPORATION, Box 501, Detroit 32, Michigan.

DETREX *The Process that Shaped the Industry*

Synthetic DRYCLEANING News
PUBLISHED BY
DETREX CORP., DETROIT 32, MICH.

SUCCESS STORY

SHOP:	Brookchester Cleaners.
ADDRESS:	850 River Road, New Milford, New Jersey.
LOCATION:	One of 16 stores in shopping center servicing Brookchester Development. Housing 2000 families (7000 men, women, and children). Average income per family $4,000.00 per annum.
PROPRIETOR:	Leonard Weiser.
EQUIPMENT:	Detrex Coronet & Synth-O-Saver.
WHY BOUGHT:	Recommended by friends who operated Detrex and other type units.
TYPE OF OPERATION:	Three-hour cleaner—75% cash and carry—25% truck pick-up and delivery. Hours 8-6; Friday 8-9. Promotions: 7000 circulars announcing opening; gave out 8000 tickets on TV set. Lollypops on counter for children.
INSTALLED:	November 26, 1951.
TURNOVER:	In excess of 500 garments a week.
FUTURE:	Opening new store in another shopping center.
BACKGROUND:	Number of years' experience in various phases of drycleaning business.
QUOTATIONS:	"We welcome customer's inspection of premises and demonstrate operation of equipment." "There can be no compromise with quality." "If we make a mistake, there's no argument—we rectify it. We're here to serve." "Old American custom to go window shopping—Spotlight interior all night—figure entire store is my window." "Always try to mention customer by name."

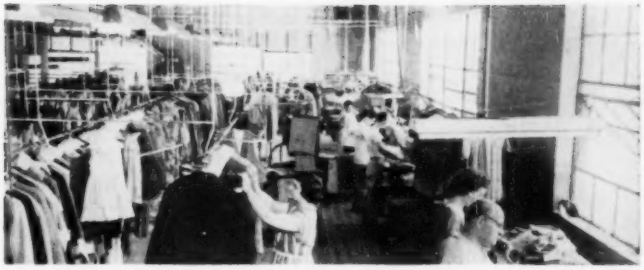
Synthia Says:

Most housewives don't find it convenient to go out shopping any more than they have to. In fact, a great many can't get out more than once or twice a week because of small children at home or lack of transportation. Many cleaners, particularly in shopping areas, are keying their services to these conditions and building business because of it.

If a woman could drop off her weekly drycleaning on her way to shop or to the beauty parlor and then pick it up again before going home, she would really appreciate it. You can take my word for that! In fact, in most cases she will have more drycleaning done because a stop at your store becomes part of her regular shopping routine. Half-hour to two-hour service would make this completely practical. These extremely fast deliveries probably will amount to only a small percentage of your volume but will open the door to repeat business on regular basis.

The same thing applies to working girls. If they could leave their clothes on the way to work and pick them up again on the way home, they would certainly feel that they could spare them for cleaning more often.

If your plant is in a shopping area or a business section, give this idea some consideration. I'm certain it will bring you new business and probably will build volume from your present customers. After all, even for the lucky person who has a car and all the time in the world, one stop for cleaning *and* shopping, or the beauty parlor, sounds pretty convenient.



LIGHT AND COOL "color-conditioned" plant of Craft Cleaners. Soft greens, medium at bottom, lighter at top of walls, eliminate glare, make heat and steam less noticeable. Owner Myer Mishkin at telephone (right foreground)

Color Goes to the Cleaners

Comfort and efficiency boosted by proper paint selection

by S. W. QUISENBERRY

Finishes Division, E. I. du Pont de Nemours & Co., Inc.

TWO MAJOR PHYSICAL PROBLEMS that arise in drycleaning plants are heat, especially in the finishing department, and less-than-ideal seeing conditions, especially for spotting operations.

Color experts have developed a technique which alleviates the heat and steam difficulty through psychological means. By using colors for walls and ceilings that reflect a high percentage of the light that strikes these surfaces, they have, by actual physical measurement, greatly improved seeing conditions at the job. This technique* is known as "color conditioning," a scientific use of light and color that is now installed widely in industrial interiors of virtually all types. It appears to offer unusual advantages in the drycleaning field.

The value of color conditioning is verified by Myer Mishkin, owner and manager of Craft Cleaners, Allentown, Pa. Late in the fall of 1950, his new plant was completed except for interior painting. He took the problem of proper finishes for the job to his local paint supplier, who suggested he investigate the use of color conditioning and paint not only for protection but for efficiency as well.

The salesman made a survey of the new plant and submitted specific color-conditioning recommendations. Following these the dado, or lower part of the wall, was painted a medium green, with the remaining wall area a light green. Venetian blinds are a sunlight yellow. The white ceiling gives an abundant reflection of light from overhead—as much as 80-85 percent—while the soft-tone greens on the walls reflect upwards of 50 percent and provide a proper degree of contrast with plant operations.

Now, almost twenty months later, the owner of Craft Cleaners says: "In my old plant the walls were painted white, and we had a lot of glare. The more we boosted the illumination the more glare we got. Here, glare has been eliminated. What's more, this combination of greens provides a cool, restful atmosphere to work in."

Mr. Mishkin's experience underscores the scientific fact that correct color contrast, rather than additional light, is more often than not the answer to better vision. Eye fatigue is caused by glare and excessive contrasts within the field of vision.

For example, if a dark machine reflects 5 percent of the light which strikes it and the white wall behind it reflects 85 percent of the illumination falling on its surface, what lighting engineers call the "brightness ratio" is 5 to 85 or 1 to 17. This is too much contrast and will produce eyestrain on the part of the operator whose eyes must repeatedly shift back and forth from the dark machine to the bright wall background. Scientific tests have confirmed that where brightness ratios are within 1 to 5 (or 1 to 10 at the most) the human eye can see over long periods without tiring.

This means that no colored surface within view of the worker should be more than five times brighter than any other visible surface. Hence color conditioning hues are engineered to fall within this 1 to 5 ratio. It is possible to select combinations of these colors in the system with assurance that the eye will not be fatigued by adverse seeing conditions.

"Since we were color-conditioned," states Mr. Mishkin, "we have had fewer complaints of eyestrain than in our old plant. Our improved seeing conditions are enjoyed particularly by our spotting department."

Miss Ruth Burke, for ten years a silk presser, says: "Under my present working conditions I've not been bothered with eyestrain. I think I do a neater job because I can see better. These colors are restful. Usually I work eight hours, then I go home and watch TV. So far, I haven't been troubled with headaches."

Often nervousness, headaches and fatigue are the direct result of attempting to perform a task under poor seeing conditions. Actually, poor seeing conditions and resultant fatigue may be to blame for many industrial injuries attributed to worker carelessness. It has been repeatedly demonstrated that functional color scientifically employed can sharply reduce the accident rate in working areas.

While Craft Cleaners has no comparative "before" and "after" injury records to prove the point, management feels that its interior color scheme has played a real part in keeping injuries at a minimum. Mr. Mishkin is sold on color conditioning, and intends to put it to work again when it is necessary to repaint. # #

* Introduced about 10 years ago by the Du Pont Finishes Division.

WATER

The curse of distillation

by PAUL WARREN

On May 29, 1952, Mr. Jesse Anders of the Tullos Dry Cleaners wrote the following letter which is of national interest because it is typical of reports by other cleaners from Boston to San Diego who, although more than enthusiastic about the results with the strong soap solution, have become confused by loose statements uttered by allied tradesmen not participating in the SSS crusade.

—"I own a cleaning establishment at Tullos, La., and have recently changed to the charged system. The first soap I used was Street's Strong Soap 886. I also use Anolite with it as a moisture carrier. I am a small cleaner and don't use too much soap but there is a question that has come up which I would like to have answered. I have been told by a soap salesman of another manufacturer that your 886 soap will not still out of the solvent. I discount this some, but the test he made offers some proof of what he says. Will you please answer me and tell me what has been your experience with 886 as far as distillation from the solvent is concerned? I am very pleased with the cleaning job it is doing and will continue to use it if it will still out. I would appreciate it very much if you would let me hear from you by return mail. I have a new still and I am sure there is nothing wrong with it."—

What prompts this propaganda to which Mr. Anders and so many other drycleaners have been exposed?

In the spring of 1951 Street's introduced the first testing kit for titrating a strong soap solution.

This epochal event touched off a spark that prompted thousands of alert operators to switch to some variation of the strong soap process; either the ¾% one-bath "charged system" version, or the 3% two-bath "super-soap" version.

Today, over a year later, even the original skeptics have come to recognize the superiority of the SSS over the old fresh-soap-to-each-batch method as formerly practiced with conventional filter soaps.

Many of the most tenacious "*die-hards*" now acknowledge that the SSS, as practiced with Formula 886, does produce superior whiteness retention, superior carbon removal and superior water-soluble soil removal. These facts cannot be further ignored.

However, there continues a persistent undercurrent of rumors regarding the possibility of distillation difficulties while using the SSS. You may have been exposed to such statements as: "*The 886 cuts wet-cleans all right, but watch out for it carrying water over in the still.*" Another frequently reported version of the rumor is: "*We had 886 analyzed and find that it won't still out.*"

Before discussing the situations which might lead to distillation difficulties while using the SSS, let me hasten to assure you that both of the above statements are inaccurate for the simple reason that the non-volatile active ingredient

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IN FORMULA 886 DOES NOT VAPORIZE WITHIN THE LIMITATIONS OF THE STILL. IT COULDN'T POSSIBLY "CARRY WATER OVER IN THE STILL" BECAUSE THE WATER COMES OVER EVEN BEFORE THE FIRST STODDARD SOLVENT. AND IT COULDN'T POSSIBLY HELP BUT "STILL OUT" BECAUSE IT DOES NOT BOIL, EVEN AT FANTASTICALLY HIGH TEMPERATURES FAR ABOVE THE END POINT OF STODDARD SOLVENT. IT THEREFORE REMAINS IN THE SLUDGE WITH THE OTHER IMPURITIES.

To enjoy full benefits from your Strong Soap Solution keep live steam and water out of your still

If you are not interested in boiling points, steam pressures or theories, then consider the actual plant experiences of representative dry cleaners throughout the nation. Over a sixteen month period there has been the greatest mass change ever witnessed in the dry cleaning industry. Never before has such a vast majority switched from one process to another. The movement is still in the same direction. During this transition thousands have used FORMULA 886 in a strong soap solution and, by exercising no more than the fundamental precautions recognized as standard procedure, have experienced no difficulties in distillation.

In this paper I shall make no attempt to discuss the installation, operation and maintenance of the still except as to the influence of water on the distillation of the SSS. STREET's offer for free distribution a comprehensive treatise identified as Bulletin No. 5271 titled: "THE VACUUM STILL—HOW TO FIND TROUBLES AND CORRECT THEM." The discussion in this paper will start with the assumption that your still is properly installed and operated with the steam pressure and vacuum required to produce the desired flow of distillate.

If, under these circumstances, the distillate comes over milky-white or milky-amber, the source of the trouble is an excessive amount of WATER.

WATER IS MOST COMMON SOURCE OF TROUBLE

Yes, water is the most common source of trouble in distillation. And in 99 cases out of 100 the water you add to the washer has no influence whatever. That water is usually absorbed by the fabrics in the load, and never reaches the still. Therefore, look to other sources for the excessive water that reaches the still.

In drawing a mental picture of what actually occurs, please bear in mind that water boils at a much lower temperature than Stoddard Solvent. The boiling point of water is only 212°F while the boiling range of Stoddard Solvent is within 300°F to 410°F at atmospheric pressure. The non-volatile active ingredient in 886 doesn't vaporize. Your steam pressure and vacuum are regulated to provide the heat transfer necessary to produce a desired rate of vaporization of the higher boiling petroleum solvent. This level of steam temperature and still vacuum will cause a very rapid vaporization of any lower boiling water in the still. This condition, recognized as foaming, splashing or bumping whenever appreciable quantities of water are present in the still, causes some of the non-volatile matter to be carried over with the vaporized water. The non-volatile matter does not come over in the form of vapors. To the contrary, it is literally splashed over by the foaming caused by the water. Entrainment of non-volatile matter with the water is more likely to happen when:

(*a*) *the accumulation of sludge is high, or*

(*b*) *when the reducing valve is set higher than necessary.*

In any event, when non-volatile matter does come over, it is the water that causes it.

Never does the non-volatile matter carry over the water, as reported in the propaganda spread throughout the industry.

HOW EXCESSIVE WATER REACHES STILL

Considering that the non-volatile active ingredient in FORMULA 886 distills as clean as a whistle; and considering that only the presence of water can cause it to splash over; and considering that the water added to the wheel seldom reaches the still because it is absorbed by the fabrics; then the major problem is to determine the sources of excessive water and eliminate them. The three principal sources result from: (*a*) *introduction of live steam into the still*: (*b*) *leaks in steam coils or valves*: *and* (*c*) *water from solvent tanks*. STREET's Bulletin No. 5271 outlines methods for checking and remedying these sources of water. These three sources may be broken down into eight groups as follows:

A. Introduction of live steam
1. In starting the still.
2. In boiling down the still.

B. Leaks in still parts
3. Heating tube.
4. Live steam inlet valve.
5. Valve on residue drain line.

C. Water in solvent tanks
6. From condensation in tanks.
7. From caustic clarification prior to distillation.
8. Seepage from leaks in underground tanks, pipelines or connections, or deteriorated gasket on manhole cover of underground tank.

Sources A-1 and A-2 shown above, involving the use of live steam, often cause trouble under otherwise favorable conditions which would produce a perfectly clear and dry distillate. It is tragic to note the many perfect installations of sound, tight stills, with no water from leaks or from tanks, only to have the whole operation spoiled by the water from condensation of live steam used in starting or boiling down. True enough, both operations require more See next page

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heat than required to produce the desired flow of pure solvent, but this added heat should result from higher steam pressure in the closed coil for only the limited periods involved in starting or boiling down. It is folly to deliberately create trouble by injecting live steam into the still. The water from the condensed steam presents too much of a burden. Some operators resort to heating the chamber with live steam before entering the solvent, but even this practice results in too much water.

Sources A-1 and A-2 are such a deterrent to good distillation that you owe it to yourself to check your still this very moment to determine if it is equipped with a by-pass around the steam reducing valve. The by-pass is an absolute must for efficient distillation. The by-pass serves two all-important functions. First, it provides high pressure steam for quick heat transfer in starting of still, and thus saves much time as compared with time required for starting with low pressure steam through the reducing valve. Secondly, it provides *dry* heat, and thus eliminates the introduction of excessive water as occurs when live steam is injected.

If you operate a still that has no by-pass around the steam reducing valve, arrange for the installation of one at once and stop forever this unnecessary introduction of water from live steam. If you have just ordered a new still, insist on the manufacturer including the by-pass as standard equipment. In either event, be sure to employ a steam trap capable of handling both the low pressure steam through the reducing valve and the high pressure steam through the by-pass.

There is still another advantage of the by-pass. When dry heat from high pressure steam is available for starting the still, it is sometimes possible to set the steam reducing valve at lower pressure than formerly and still produce the desired flow once the still is started. This is a decided advantage because the lower the steam pressure during distillation, the less possibility there is for foaming, splashing or bumping from unavoidable water in the still.

Source B-3, pertaining to leak in heating coil, is another common cause for excessive water in the still. Leaky heating tubes are frequently found, especially in old stills. A technique for testing for leaks in the heating coil is outlined in Bulletin No. 5271. This one correction may be the difference between a dry, crystal-clear distillate and a milky-white or milky-amber distillate*.

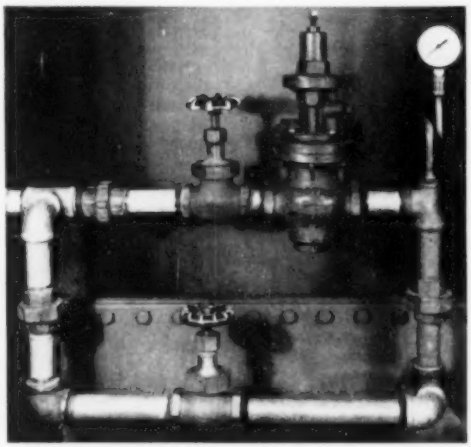
Source B-4, pertaining to leak in steam inlet valve, is so surprisingly prevalent in stills throughout the country that in time to come we may reasonably expect every service and maintenance man to carry new discs in his pocket to replace worn discs. Tight discs can prevent much unnecessary water from entering the still. Be sure to check your steam inlet valve frequently. Because of the force of steam on one side, and vacuum on the other, even a tiny leak will permit large amounts of water to enter the still. True enough, with a by-pass around the reducing valve for starting the still, the steam inlet valve will be of little use, and the life of the disc will be considerably lengthened. However, it is imperative that you start now with a tight steam inlet valve.

Source B-5, pertaining to leak in valve on residue drain line, permits back-up of water from condenser overflow caused by the vacuum.

Source C-6, pertaining to condensation in tanks, involves a condition usually present in every plant. It is next to impossible to prevent condensation in solvent tanks. The amount of condensation is dependent on climatic conditions. To prevent the harmful effects of this water when entered into the still, exercise the usual precautions by pumping the water from the bottom suction line of under-ground tank prior to distillation of solvent or by draining the water after settling in the above-ground still feed tank.

Source C-7, pertaining to caustic clarification, is seldom encountered in modern dry cleaning plants, as caustic clarification is recognized throughout the industry as an antiquated method. It is economically unsound to treat solvent with caustic prior to distillation. The caustic treatment serves no useful purpose, while some of the water used in the caustic treatment may reach the still to cause trouble. If you still have some doubts about the value of caustic clarification, write for STREET's bulletin titled: "DISTILLATION ONLY VS. DISTILLATION PLUS CHEMICAL TREATMENT."

In summary, to prevent the distilled solvent from coming over in a milky-white or milky-amber state, you must prevent excessive amounts of water from entering the still. It bears repeating that water boils at a much lower temperature than Stoddard Solvent, while the non-volatile matter in FORMULA 886 and the fatty acids removed from soiled fabrics cannot boil, even at the highest temperatures ever considered for dry cleaning solvent. If, through faulty operation, any non-volatile matter comes over, it is because of foaming, splashing or bumping resulting from water and never (*as the propaganda has it*) because the non-volatile matter carries over the water.



This illustrates a typical "home-made" installation of a by-pass around the reducing valve which permits the quick starting of still by increased steam pressure instead of by live steam. Excessive water in the still causes trouble. Live steam condenses into water. The use of high pressure steam through a by-pass, for quick starting and boiling down, often provides the difference between a crystal-clear and a cloudy distillate. A by-pass is an absolute must.

*If the faulty distillate is neither milky-white nor milky-amber, and yet contains an appreciable amount of plain water, then look for leaks in the condenser coil, in which event the plain water goes directly to the rag can without coming in contact with the non-volatile matter in the still.

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BY-PASS AROUND REDUCING VALVE AN ABSOLUTE NECESSITY

There may be occasions when leaks in coils or valves are not detected in time to avert trouble, or when peculiar conditions cause more than usual amounts of condensation in solvent tanks. Temporary trouble of this type is excusable if corrected promptly. However, the deliberate use of live steam is absolutely inexcusable, and willful failure to use a by-pass around the reducing valve is next to tragic in an industry which is now in its adult stage. Boost the temperature in starting the still through high steam pressure rather than by live steam, and thus avoid the foaming, splashing or bumping caused by the water from the condensed steam. Then, the very moment the still is started, switch the flow of steam through the reducing valve. In many cases the reducing valve may be set to provide lower pressure than when operated without a by-pass, and still produce the desired flow. Once started, it is decidedly advantageous to operate throughout the run with as low pressure as possible. Then you can switch to the by-pass for high pressure in boiling down.

CONSIDER SIZE AND MAINTENANCE OF RAG CAN

Even though you recognize the fundamentals of operating a still and prevent excessive amounts of water from reaching the still body through any of the sources outlined in this paper, there will always be small amounts of water which cannot be avoided. To trap this water in its entirety be sure to wet-wash and dry at frequent intervals the cotton underwear or sweatshirt rags used in the moisture absorber or rag can, and when repacking, slightly dampen the clean rags and exercise extreme care in packing them tightly at the edges of the container. The care of the rag can is an important subject in itself. STREET's offer comprehensive literature on this subject which will be mailed on request. If your rag can is small in relation to gallons of solvent distilled, a small investment in a new rag can of the right size and structure would pay big dividends. The cost is nominal. Be sure to change the rags frequently before they have become saturated.

SAME FUNDAMENTAL PRECAUTIONS AS ALWAYS RECOMMENDED FOR CONVENTIONAL FILTER SOAP

All of these precautions for keeping excessive amounts of water out of the still should be followed regardless of what type of soap, detergent or cleaning-aid is used; regardless of whether or not substantial amounts of water are added to the load in washer; and regardless of whether the strong soap solution or old fresh-soap-to-each-batch method is used. Do not think for one moment that water entering the still causes trouble only in plants employing the strong soap solution. It happens every day in plants using conventional filter soap in the fresh-soap-to-each-batch method. There is nothing new about these precautions for keeping excessive water out of the still. They have appeared in STREET's manuals since the early use of conventional filter soaps.

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> Keeping water out of your still does not mean keeping water out of your washer. Because most of the water introduced with moisture stocks is absorbed by the fabrics in the washer, this water never reaches the still. Excessive water in the still results from live steam, leaks or water in tanks.

However, the ill effects of excessive water in the still are more pronounced and more obvious in plants using the SSS. This is NOT because FORMULA 886 fails to distill properly. FORMULA 886 distills as well as conventional filter soap. There is no such thing as a filter soap which distills better than FORMULA 886. Then why should the ill-effects from excessive water be more pronounced when using 886 in the SSS? The answer is readily understood by merely comparing concentrations. When you use a strong soap solution in the one-bath "charged system" version with $\frac{3}{4}\%$ of 886, you have in your solvent eleven times as much active ingredient as when you formerly used the fresh-soap-to-each-batch method with 1 ounce per pound of a stock made from 1 part filter soap, 1 part solvent and 1 part water.

That's why you are enjoying such vastly superior results with 886 in the SSS. With eleven times as much active ingredient you produce surprisingly greater detergency, and that not only saves money for you throughout every operation in the plant, but brings satisfied customers as well. But coming back to the question of distillation, if FORMULA 886 distills so perfectly, then why should its use in the SSS make the ill-effects from water more pronounced? Because there is present in the solvent being distilled eleven times as much active ingredient. This influences distillation in two ways.

First, with eleven times as much active ingredient building up with the sludge during distillation, the non-volatile sludge rises more rapidly, and the higher the level of sludge, the more non-volatile matter is likely to come over when there is foaming, splashing or bumping caused by excessive water. Without the presence of water, neither the non-volatile active ingredient nor the non-volatile impurities removed from soiled fabrics would come over, and the distillate would be crystal-clear and dry. Keep water out of the still, and when distilling solvent which contains eleven times as much non-volatile active ingredient be sure to drain the residue more frequently than when using dilute detergents, and do this while the sludge is hot.

DO NOT BY-PASS THE RAG CAN

Another reason for 886 in the $\frac{3}{4}\%$ strong soap solution making the ill-effects of water in the still more pronounced than when using dilute deter- See next page

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The worn disc illustrated at left permitted a surprising amount of live steam to enter the still through the live steam inlet valve. The condensed steam supplied sufficient water to cause foaming. When replaced by the new disc illustrated at right, the distilled solvent was no longer cloudy. The foaming caused by excessive water was eliminated.

gents is that you set up a condition with over eleven times as much emulsifying power. This is of tremendous advantage in removing water-soluble soil from fabrics in the washer. However, the ¾% solution retains its emulsifying properties when pumped or dropped to the strong soap make-up tank, and if there exists in the tank an abnormal amount of condensate or water from any source, the ¾% solution emulsifies some of the water and unless time is permitted for the emulsion to break, and the water subsequently removed, the SSS will carry some of it into the still.

It is not uncommon to find a vicious circle in a plant where the still is started with live steam, and where the initial distillate, because of high contamination from water, is made to by-pass the rag can into the dump tank. Then, when the solvent from this tank enters the still the distillation process is impaired not only by the live steam used in again starting the still, but by the water from the previous distillation as well. Neither FORMULA 886 nor the strong soap process can be blamed for trouble from this source. At this late date every drycleaner should recognize the bare fundamentals of good operation by: (*a*) *never using live steam to start the still*, (*b*) *never feeding the still from bottom suction of dump tank; and* (*c*) *employing an above-ground still feed tank whenever possible.*

If the rag can is too small, by all means install a larger one, and be sure to change the rags frequently, before they have become saturated.

3% "SUPER SOAP" VERSION PRESENTS DIFFERENT CONDITIONS IN DISTILLATION THAN ¾% "CHARGED SYSTEM" VERSION

Early in this paper I stated that although excessive amounts of water entering the still were the direct cause for the distilled solvent coming over in a milky-white or milky-amber state, that in 99 cases out of 100 the water in soap stocks added to the washer had no influence on this condition. I reasoned that the fabrics in the wheel absorbed most of the water from the soap stock, and that the water causing the trouble came from live steam, leaks or condensation.

You may question the accuracy of this statement on the basis that it undoubtedly is factual when using dilute filter soap in fresh-soap-to-each-batch, but that when using something as concentrated as FORMULA 886 in a strong soap solution a point is reached where some of the moisture from the soap stock is held in the strong soap solution. You have an excellent point for consideration.

When using the 3% two-bath "*super soap*" version of the strong soap solution you enjoy the benefits from 43 times as much active ingredient as when formerly using 1 ounce per pound of a 1-1-1 stock made from the best filter soap. The concentration of active ingredient is so high, and the emulsifying properties so great, that substantial amounts of water may be introduced to the wheel with greater safety, and although most of the water is removed by the fabrics, the highly concentrated SSS holds a substantial amount of the water in a psuedo-solution. That which is held by the 3% is in such a finely divided colloidal state that it cannot be detected visually. In fact, that portion of the water which is held by the 3% 886 SSS is so nearly in true solution that it passes right through the filter with no trace of pressure. Now if the 3% "*super soap*" solution were to be distilled while charged with as much water as it is capable of holding in a psuedo solution, then you would be justified in suggesting that the water added to the wheel had an influence on distillation. But the 3% solution itself is never distilled at any time. The only portion of the 3% which ever reaches the still is that which is removed from the fabrics in the second bath comprising the volatile rinse. Considering the fact that the 3% is extracted from the fabrics prior to rinsing, you can readily visualize how little reaches the still. At the most, only 3 gallons of 3% per 100 pounds of fabrics remain after extracting, and if the 100 pounds are then rinsed in 100 gallons of volatile solvent the rinse solvent could contain no more than 1/132% water as we have never found more than ¼% water in the 3% solution. This minute trace of moisture in the rinse solvent could cause no trouble when the fundamentals of good distillation are observed. Furthermore, when the volatile rinse solvent is circulated through a separate filter containing adsorptive sweetener powder, the sweetener throws the moisture out of psuedo-solution by adsorbing the active ingredient, and under these circumstances the water fails to reach the still. Of course, if the volatile rinse solvent is permitted to build up with excessive amounts of active ingredient, there is always the possibility of moisture building up with it.

Where the ¾% "charged system" version of the strong soap process is used there is no volatile rinse, and inasmuch as the SSS is distilled without dilution, it is possible that it could carry more water into the still than the rinse solvent following the extraction of the 3%. However, we have tested ¾% strong soap solutions from many commercial plants and I have yet to see a sample which contained water in excess of 0.0004. This is equivalent to only 1/25%. This small quantity resulting from water added to the load is of minor consideration as compared to the amounts of water entering the still from live steam, leaks or condensation. (*It is conceivable that unusually large amounts of water added to the wheel during periods of unusually high relative humidity might result in moisture in excess of 0.0004 held from the fabrics in the ¾%, but I have never seen a sample of ¾% 886 SSS which contained more moisture than that.*)

See next page

Paid advertisement

When writing to advertisers please mention The NATIONAL CLEANER & DYER

THERE IS NO SUBSTITUTE FOR DISTILLATION . . .

AND NO SUBSTITUTE FOR THE STRONG SOAP SOLUTION

There is no question but what the strong soap solution is here to stay.

There is no question but what FORMULA 886 is the most practical medium for the SSS.

There is no question but what the active ingredient in FORMULA 886 lends itself perfectly to distillation.

There is no question but what the ill-effects from excessive amounts of water entering the still are more pronounced when distilling a strong soap solution than when distilling a dilute filter soap solution.

All that is required to enjoy the superior whiteness retention, superior carbon removal and superior water-soluble soil removal as produced by the SSS, and without distillation difficulties, is to recognize the bare fundamentals of good operation which should be recognized regardless of what detergent or process is employed. *To summarize:*

1. Check proper installation and operation of still as outlined in manufacturer's manual, and STREET's Bulletin No. 5271 titled: "THE VACUUM STILL—HOW TO FIND TROUBLES AND CORRECT THEM."

2. Be sure that no excessive water enters still from live steam, leaks or tanks. See itemization of 8 sources of water on pages 71 and 72 of this paper.

3. By utilizing a by-pass around the steam reducing valve for permitting dry, high pressure steam to start the still, then regulate the reducing valve for the lowest possible pressure to produce desired flow.

4. Give close attention to size and care of rag can. Write for detailed instructions pertaining to the wet-washing and proper packing of underwear or sweatshirt rags. Never by-pass the rag can. Be sure to change the rags frequently, before they have become saturated.

5. Realizing that a ¾% 886 SSS contains over eleven times as much non-volatile active ingredient as introduced by 1 ounce per pound of a 1-1-1 filter soap stock, be sure to drain the sludge more frequently. To avoid necessity for frequent cleaning of still, drain sludge while it is hot, immediately following each use.

There is no substitute for distillation in the removal of *all* high boiling impurities from dry cleaning solvent. Although the better adsorptive sweetener powders serve a very useful purpose in removing a portion of the impurities from *filtered rinse solvent* between distillation periods, they fail to adsorb some of the mineral oils and other non-volatile matter which builds up in filtered solvent.

There is no substitute for the SSS in the thorough dry cleaning of fabrics.

There is no substitute for distillation in the complete and economical purification of used solvent. (*See NICD Bulletin No. T-94 for facts on low cost of distillation.*)

You, as a progressive plant operator, can direct your efforts to no more profitable advantage than in schooling yourself and your associates in the proper use of both. You cannot afford the costly penalty of giving recognition to wild rumors such as: "*886 carries water over in the still.*" To say that defies the known laws of physics. Proceed with the SSS and the use of your still with the assurance that our recommended methods are not only theoretically sound, but of proven practicability through years of commercial use.

A competent field technician will call at your convenience to discuss further details of the strong soap solution or the maintenance of your vacuum still. Address your request to R. R. STREET & CO. INC., 561 West Monroe St., Chicago 6, Illinois.

Paid advertisement Copyright 1952, R. R. Street & Co., Inc. S886-22

When writing to advertisers please mention The NATIONAL CLEANER & DYER

CONTINUOUS ATTENDANCE of four carhops makes drive-in service quick and easy. Parking lot holds 15 cars. Because of slower rush-hour service many regular customers come during day, help even load. Note signs over windows advertising all services in letters legible from cars

Concentration for Profit

Texas plant raises volume by selling broader service in smaller sales area

by LON FANALD

TRYING TO COVER the whole growing town of Houston, Texas, in 1943 Don Mills was going in the red. With two routes and a plant store his Kewpie Cleaners & Dyers was doing between $400 and $600 a week. In 1944 he added two stores and increased his volume to $800, but was still in the red.

By 1945 it became evident that the only means of survival was to discontinue the costly routes and stores and concentrate on the local area around the plant. Mr. Mills expected his volume to drop back to $400 or $500 a week. Instead, by the end of the year, with only cash-and-carry service in the plant store, he was doing better than $1,000 a week. For the next couple of years the plant got back some of the money it had lost.

While narrowing the area served, Mr. Mills expanded his services. At the beginning of 1948 he installed his first two-operator shirt unit. By June it was necessary to put in a second two-operator unit. At the end of the year a third two-girl unit was added.

By that time Mr. Mills found it feasible to open a shopping-center store. During 1949 volume reached $3,000 a week and he decided to extend his services further, adding six wearing-apparel presses and a small flatwork ironer. He also opened a second store, in the city's largest shopping center, in January of 1950.

In March 1950 the main plant was remodeled and a paved front parking lot for 15 cars provided. Large plate-glass windows were installed in the new section which faced the lot to allow for display-window merchandising.

"Not one out of ten customers," Mr. Mills says, "comes into our plant office. We have four carhops on duty all the time who meet the cars before the wheels stop turning. Whatever selling we do at the plant must be done by the hops and through the window displays."

Promotion Concentrated in Area and Theme

All through 1950 Kewpie Cleaners & Dyers carried on an extensive advertising campaign slanted to the *immediate area* served by the plant and two stores.

Full-page and half-page display ads in an area shopping paper were centered around one theme for two weeks. During that same period 10,000 cards were mailed out to homes in the same area. Window displays and sets in branch stores followed the same theme. Bundle inserts and pocket pieces in tune with the other copy were used.

Here, for example, was a three-months advertising schedule:

First half of October—"Leading the Parade." Second

25 MINUTES SAVED FOR PRESSING BUSINESS

It used to take 30 minutes to warm up the presses in a big Philadelphia tailoring plant. Now it takes 5.

What happened? They replaced old-style steam traps with Yarway Impulse Traps—and **gained 25 extra minutes a day for productive operation.**

That's pretty typical where Yarway Steam Traps are on the job. Whether it's a tailoring plant, laundry, cleaning establishment or other plant where steam is used, Yarways are designed to send the most premium B.T.U.'s at top temperature into your process or product. **They get equipment hotter, sooner . . . and keep it hot.**

When you add to this the other Yarway features—small size, only one moving part, easy installation, low maintenance, dependable operation, low cost—you have the reasons why over 750,000 Yarway Impulse Steam Traps have been already installed.

One of 216 Yarway trap and strainer distributors is located near you. See him for your Yarways today.

YARNALL-WARING COMPANY
138 Mermaid Avenue, Philadelphia 18, Pa.

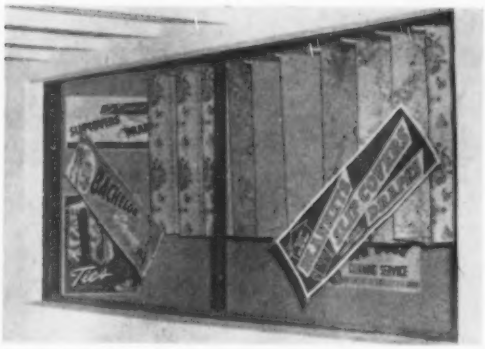
YARWAY

NEW TRAP BOOK

Twenty-four pages of the latest information on steam traps and trap applications. Your copy is *free*. Write today.

the steam trap designed with more production in mind

When writing to advertisers please mention The NATIONAL CLEANER & DYER



DISPLAY WINDOWS visible from parked cars are changed every two weeks; follow theme of advertising for same period

BOTH SHOPPING-CENTER STORES are run by mother-and-daughter teams. This store, at center that does 4 to 5 million dollars business a year, has volume of over $1,000 weekly. Bundle counter in center, 30 inches square, can be raised on to casters with small lever for easy removal when driver brings drycleaning and bachelor bundles from plant

OWNER DON MILLS with firm symbol—7-foot, flesh-pink kewpie that stands out over canopy facing drive-in lot. Kewpie carries neon banner rod; is lit at night by two spots

half—"What Beautiful Work." Early November—"Shirts As You Like Them" and "Get Ready For Thanksgiving." Last half of November—"An Evening Off," with emphasis on "Quality Cleaning." First half of December—a drive for "Formals" and "Get Ready for the Holiday." Last half of December—"Season's Greetings and Good Cheer."

According to Mr. Mills, the company has been able to check direct results of this advertising to a large extent. Also, he has found that the cost has been relatively low.

The full-page ads reaching 30,000 homes in the plant's preferred area cost $142 per issue; a half page cost $87. The 10,000 printed cards cost $122. Addressing was done by the girls at the stores. Bundle inserts and handkerchief-type pocket pieces cost $100 per two weeks.

The 1950 business showed a 12½ percent increase over 1949. Weekly volume reached $5,000 on several occasions and averaged better than $4,000 per week for the second six-month period of the year. The business was not only out of the red but pointing toward a steady profit.

Converting to cash-and-carry, giving a fast dependable service, and increasing the size of each order by including laundry service have all been a part of the answer. The advertising program built around one theme and slanted to the immediate area has brought results.

Another important profit factor has been what goes on behind the store partition in the plant.

Behind the Partition

Plant manager at Kewpie is Jack Hodges, who for years was associated with one of the large equipment manufacturers and is an authority on production.

According to Mr. Hodges, the problem at the plant has been to keep production geared to the constantly increasing volume of work. The ratio of drycleaning to bachelor-service volume has held steady the past 12 months, with drycleaning accounting for 75 percent of the total volume.

The present layout, Mr. Hodges says, is so set up that the plant can handle a 40 to 50 percent increase, keeping the same volume ratio, without making any material changes. # #

Does Warm Weather Mean Wetcleaning Headaches to You?

Your Answer is the DRI-SHEEN PROCESS!

DRI-SHEEN

Super Detergent

+

400

Food for Fabrics

The Team Terrific!

Adco Research has developed in the Dri-Sheen Process a method of cleaning that gives you maximum results from the small amount of moisture you use—In other words, you actually use no more moisture than in the past, but because of Dri-Sheen's make-up you get the desired results of greater amounts of moisture without any harmful effects of moisture—Because of this, Adco guarantees you less wetcleaning EVEN IN WARM WEATHER.

ADCO HAS AVAILABLE FOR YOU

Hygrometer, with moisture charts for perfect control of humidity and moisture. Easy-to-use Dri-Sheen Test Kits for checking amount of Dri-Sheen charge in your solvent.

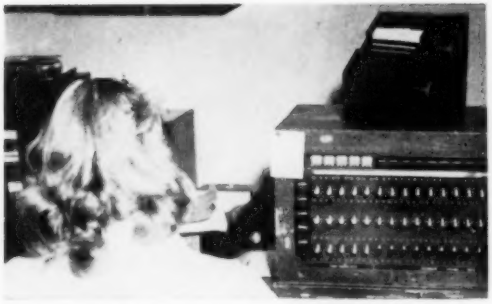
WRITE ADCO DIRECT

And we will have one of our engineers demonstrate Dri-Sheen to you in your plant. We guarantee better results than you are now getting or it costs you nothing!!

Dri-Sheen eliminates washing summer dresses

Adco, Inc., Manufacturing Chemists since 1908 · St. Louis, Missouri

ANY STATISTICAL CHART based on two elements can be put on rollers or a cylinder and read through slot that quickly shows correct figure



COMPUTERS ARE EASY to read, to make or to change. They can be designed in almost any shape or size

Computing Made Painless

Homemade devices cut down the clerical chores and mistakes

by WILLIAM R. PALMER

A LOT OF FIGURING is not necessary if a chart can be made to put the answers right before you, according to Kenneth Roberts of the Rapid City Laundry & Cleaners in that South Dakota city from which his plant gets its name. You can fasten the chart to a roller at each end, like a scroll. Make the chart pass in front of a slot, and it becomes still easier to find the exact figure you want.

The large computer shown here is for determining employees' weekly pay. At the extreme left of the chart appears the number of hours an employee has worked, from 1 to 60. These figures change as the chart is rolled upward or downward. Across the lower edge of the slot are hourly rates of pay at 2-cent intervals.

To operate, the chart is rolled to the hours worked, for example 36 hours. If that person's pay rate is 75 cents, the figure on the chart above 75 will be 27, meaning $27 for the week. If the hours worked are 44 and the rate of pay $1.08, the figure 47.52 would show on the chart above 1.08 as the week's wage. This computer becomes particularly useful in determining overtime, when so many hours at overtime rates must be added to hours at straight-time rates, since they are already added on the chart for the clerk.

The unit marked "Weekly Tax Exemptions" has a smaller chart, which is therefore pasted on a single cylinder that is spun by one knob instead of two. On this chart the figures at the side are for total weekly pay (which has already been determined on the first machine). Across the slot appear different figures according to the number of dependents an employee has.

This slot is particularly wide because, in addition to the tax deductions, figures are also shown for the social security taxes. This computer was originally designed for a different purpose. Its adaptation to the tax situation left it, like many people we know, looking a little the worse for wear.

The little computer shown on the switchboard was originally designed to rest on a table and be read from slightly above. Therefore, the face was sloped at 45 degrees, with the chart and rollers placed accordingly. This gadget is now used to permit the telephone operator to tell a customer almost instantly when the routeman will next be in her territory. In this case the routes are listed down the side, while the days of the week are indicated across the slot.

It occurred to us that a similar machine might be handy for computing routemen's commissions where a complicated scale is used, as where the percentage changes with every $100 of weekly volume. We didn't see one at Mr. Roberts' plant; he may not need one if he has a simple way of paying routemen.

Another possible use for one of these devices would be to determine the incentive pay for an operator who has done several different jobs during the day. It would be particularly useful where a finisher had done varying numbers of items at at least a half-dozen different rates. In that case the numbers of pieces could be listed down the side and the points or cents earned marked across the bottom of the slot.

We wager that once you put a couple of these things to work in your plant, you can find places for a dozen of them. # #

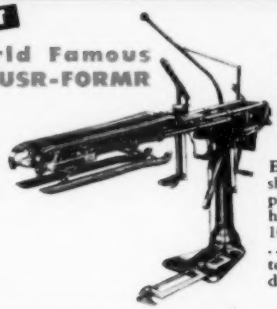
Hours Worked											
36	32.40	33.12	33.84	34.56	35.28	36.00	36.72	37.44	38.16	38.88	
37	33.30	34.04	34.78	35.52	36.26	37.00	37.74	38.48	39.22	39.96	
38	34.20	34.96	35.72	36.48	37.24	38.00	38.76	39.52	40.28	41.04	
39	35.10	35.88	36.66	37.44	38.22	39.00	39.78	40.56	41.34	42.12	
40	36.00	36.80	37.60	38.40	39.20	40.00	40.80	41.60	42.40	43.20	
Hourly Wage	.90	.92	.94	.96	.98	1.00	1.02	1.04	1.06	1.08	

SAMPLE SECTION of payroll computer shows hours worked in first column at left, hourly wages across bottom, proper weekly pay where they meet

Build Your Business with Bill Glover PROFIT MAKERS

BEST

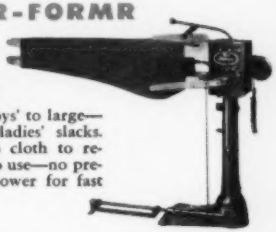
World Famous TROUSR-FORMR



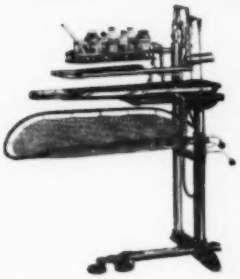
For wet cleaned pants. Stretches, shapes, removes wrinkles . . . all in four simple operations. Eliminates shrinkage. Cuts pressing time in half. More than 10,000 in use . . . many for fifteen years of daily service!

NEXT BEST

NEW Junior TROUSR-FORMR



A low priced stretcher. Makes wet cleans as easy to press as dry cleans. Fits a wider range of sizes from boys' to large—a smaller waist for ladies' slacks. Hardwood forms—no cloth to replace. Always ready to use—no preliminary warm-up. Blower for fast drying.



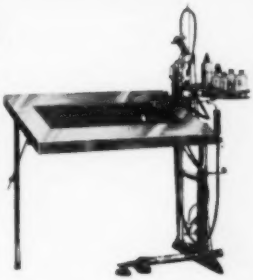
SPOTTERS SPOTTING MACHINE

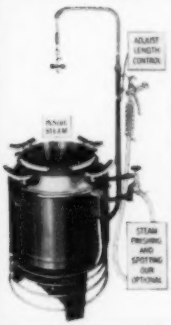
Acclaimed by Spotters everywhere. The one and only Spotter's Spotting Machine . . . specially designed to meet all the requirements of spotters for higher quality work at a faster rate.

SPOTTING TABLE

for Woolens Only

Roomy top requires fewer lays. Easy, fast spotting, with handy steam gun and chemical tray. Adjustable height and tilt . . . for the convenience of any operator.





DRYERS and SEMI-FINISHERS

Exclusive Features—fast drying revolving top. Nylon brush clamps. Now internal steaming speeds production. Single Dryer shown—other models include the Twin and a Steam Turbine Triple.

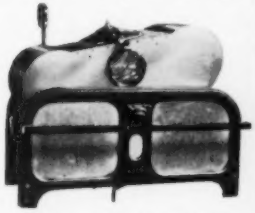
GLOVER FINISHING SYSTEM

Finishing Board (Steam and Vacuum)
Puff Irons (Double Cabinet)

Supreme in the field . . . built right to do the job right. Get better results in less time with less skilled help.

ROCKER WASHER

for Laundry—Dyeing
Wet or Dry Cleaning



Rocker action cleans cleaner in less time. Safe . . . no drop.

SEE YOUR *Bill Glover* JOBBER

Built for Long Life, Lowest Maintenance Cost

EXCLUSIVE BILL GLOVER DESIGNS . . . manufactured from quality materials by skilled and experienced craftsmen . . . assure long service life with the lowest maintenance cost. Cut your production costs . . . please your customers . . . with Bill Glover Profit-Makers.

Sr. and Jr.

Bill Glover, Inc.
5204 Truman Road
Kansas City 1, Mo.

NO IF's, NO AND's,

Caled's NEW FILT-R

YOU'RE passing up something really wonderful if you're not using New Filt-R-Out. This new, amazingly efficient drycleaning soap has special properties that put it head and shoulders above all others. Usable in any system—batch or charge—mixes easily with any solvent. Distills 100%.

Speed more clothes through your plant, end seasonable bottlenecks. Use New Filt-R-Out, the soap that gets more passes, minimizes spotting, cleans clothes better in less time.

You've Never Seen Work So Clean!

THE PERFECT ANSWER TO YOUR CLEANING AND LABOR PROBLEMS

When writing to advertisers please mention The NATIONAL CLEANER & DYER

NO BUT's -OUT

Will Get More Results Than Any Other Dry-Cleaning Soap On The Market

If you want better cleaning, more passes and fewer wetcleans than you've ever experienced in your drycleaning career, try New Filt-R-Out. No wheel or still headaches. No redepositing. Whites are whiter. Colors are brighter. And so ABC simple to use you can get superior results even with untrained help! Run THIS soap the way you want.

CALED PRODUCTS CO., Inc.
BRENTWOOD MARYLAND

THERE'S A CALED PRODUCT FOR EVERY DRY-CLEANING NEED

DRYCLEANING SOAPS

CAL-SOAP — The Dual Action Drycleaning Soap
BRUSH-OUT — Wheel and Hand Brushing Soap
WOOLZ — Drycleaning Soap for Woolens
Z-P — Silk Soap for Chlorinated Systems
PACE — Chlorinated Drycleaning Soap
630 — A Finely Balanced Paste Soap
W-L — For Any Run, Any Load, Any System
Caled L-S — Liquid Leather Drycleaning Soap
Econo-Cal Concentrate — Concentrated Soap for All Systems

WETCLEANING SOAPS

KLENEASE — All Purpose Wetcleaning Soap
ZUDS — Liquid Wetcleaning Blend
722 — For Rugs, Blankets, Curtains, Palm Beaches
CAL-TEX — for Whiter Wash Suits
RUG SHAMPOO — For "On the Floor" Cleaning

SPOTTERS

R-X — For Wet or Dry Spotting
P-R — Volatile Paint Remover
PRE-SPOTTER — Versatile Stubborn Stain Spotter
CINCH — Removes Wet & Dry Soil
S-R — Tannin Remover
I-R — Removes Ink Stains
PLEZURE — Concentrated Wet Spotter
CAL-STRIP — A Fabric Color Stripper
STEEM — Neutral Lubricant for Steam Spotting

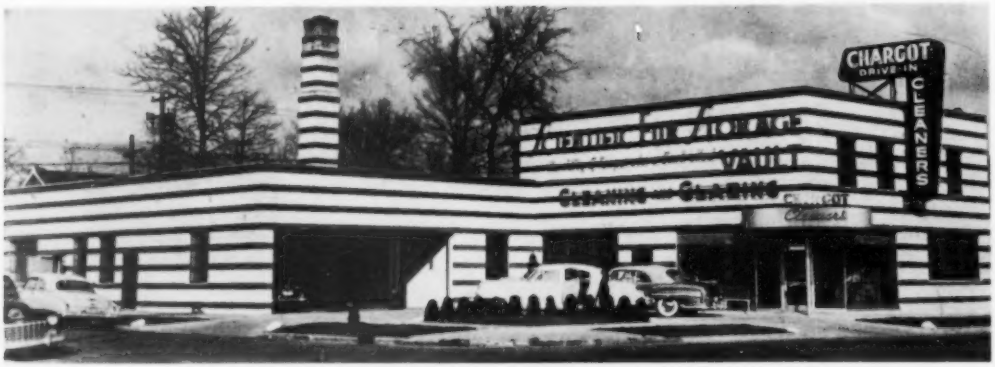
SPECIALTIES

DYE PADS — for Spot Dyeing
DRY-CAL SIZE — Solvent-Soluble Sizing
VEL ODOR — Neutralizes Odors
CAL SIZE POWDER — For Immersion or Spray Gun Use
CAL-SIZE — Liquid Sizing
SHOO — Odor Destroyer
RESISTI-CAL — Solvent-Soluble Weather Proofer
KREX — for "Solvent Hands"

LEATHER PRODUCTS

SPRAY DREST — Spray finish for Suedes & Leather
DREST — Paste-Type Leather Finish

When writing to advertisers please mention The NATIONAL CLEANER & DYER



RED-AND-WHITE stripes make Chargot Cleaners' drive-in different. Entire store front is plate glass

Drama Brought to Drive-in

Striking features of building and store make Detroit plant stand out

A BACKGROUND OF SHOW BUSINESS complemented drycleaning experience when M. J. Chargot and his sons, M. E. and C. A. Chargot, built their drive-in plant at Detroit, Michigan, several years ago. The Chargots figured that what brings people to one particular theater when several are showing the same film would bring customers to their drive-in when several in the area give comparable service and quality.

The first dramatic impact comes from the building itself, which is white with red-brick horizontal stripes. Even the square smokestack is striped. Building signs are large and neon-outlined.

The building, 80 by 100 feet, has a 40-foot-square paved drive-in lot at the corner. Back of it are three covered stalls where route trucks park at night, back in and load in bad weather. During the day the Chargots keep their own cars in the covered stalls to keep the curb parking space clear. The three automatic overhead doors are striped to match the building.

Another striking feature of the exterior is the "merry-go-round" canopy over the entrance. Neon signs on the face and top of the canopy flash on and off from left to right to give a whirling effect. This is heightened by the reflection on the accordion-chrome face of the canopy and the circular spotlights underneath, which go on and off in the same circular rhythm.

Another unusual effect is found in the store interior, where walls and counter front have a glazed enamel finish. This not only is effective but permits easy washing down.

Walls are painted a dark orange at the bottom with pastel shades blending to a light orange near the ceiling, which is set off by a one-inch chrome strip.

The circular counter also has a one-inch chrome strip at top, and a four-inch chrome binding at the bottom. Behind the counter the circular partition wall carries stand-out letters listing Chargot's different services, such as water repelling, fur storage, mothproofing and bachelor service. # #

MERRY-GO-ROUND EFFECT of entrance canopy is accented by lights flashing in circular sequence

GLAZED FINISH in store interior is another unusual feature. Storage-vault door opens off store

More than 80,000 in use!

HUEBSCH TUMBLERS can do a better drying job for you, too

All over America—one, two, three, four—or as many as a battery of 70—Huebsch Open-End Tumblers are serving leading launderers and dry cleaners. Why this amazing acceptance? Because Huebsch Tumblers deliver more satisfaction, more efficiency, more economy than any other make of tumbler on the market!

HUEBSCH TWIN-CYLINDER TUMBLER

Ideal for drying all types of small loads. Each cylinder has capacity of 15 pounds dry weight—just right for the average bachelor or diaper bundle. Doors have new-type, easy-closing handles and heat-resisting look-in glass windows. Built-in lint trap.

- *Faster Drying at Lower Cost.*
- *Easier and Faster to Load and Unload.*
- *Low Initial Cost, Low Power Consumption, Low Maintenance Cost.*
- *Available in both Laundry and Dry Cleaning Models.*

Ask your Huebsch representative for complete details—or write us direct.

HUEBSCH Originators

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Dyers' Clinic Clicks

Guild's meeting for the exchange of technical information well received

by WILLIAM R. PALMER

AN IMPORTANT STAGE in the long-term program of the Garment Dyers Guild of America was reached on June 20-21. This was the Guild's first technical clinic, held in Scranton, Pennsylvania. It included a morning plant visit to the Electric City Dye Works, owned by ex-president Fred Nuttall, followed by a technical conference at the Hotel Casey lasting all afternoon and evening. This generated so much interest that a second unscheduled plant visit was made the following morning back at Nuttall's plant.

It was a lesson to be remembered vividly by dyers, drycleaners, editors, or any group of businessmen. Nobody is too big to learn, but also, the bigger they are the more capacity they have for learning (which is why they got big in the first place). Likewise, *everybody has something of value to contribute*, if only he is given the opportunity.

Anyway, here at Scranton were assembled representatives of the majority of the better garment redyeing plants in the United States. Some sent two and even three delegates. Yet there wasn't a single man who didn't walk away with a pocketful of notes applying to specific problems in his own plant—dyeing formulas, production shortcuts, sources of supply, maintenance methods, receiving, handling and shipping systems.

In that unscheduled visit to the plant the second day, we believe there is another lesson, for chairmen of clinics. The delegates didn't specifically want another look at Fred's plant (nice as it is). They did want to see how some of the work came out that was in process the previous day. But what they really wanted was an atmosphere conducive to continued exchange of information on their own specific problems—a kind of market place of information.

The impact of this clinic and succeeding clinics will not resemble lightning striking the drycleaning industry, or anything like that. All of these men were already highly proficient garment dyers. But the industry is going to benefit in more uniform quality in more different phases of garment redyeing, particularly in connection with the newer fabrics.

Also, and particularly, agreement among the dyers themselves will be reached as to which garments lend themselves to redyeing, and which cannot be dyed satisfactorily. Thus a great deal of the confusion existing in drycleaners' minds about the garment redyeing business will be wiped out. Drycleaners can look forward to being able to promote dyeing enthusiastically—and profitably.

Meanwhile the Garment Dyers Guild of America looks forward to promoting more clinics—enthusiastically and profitably! # #

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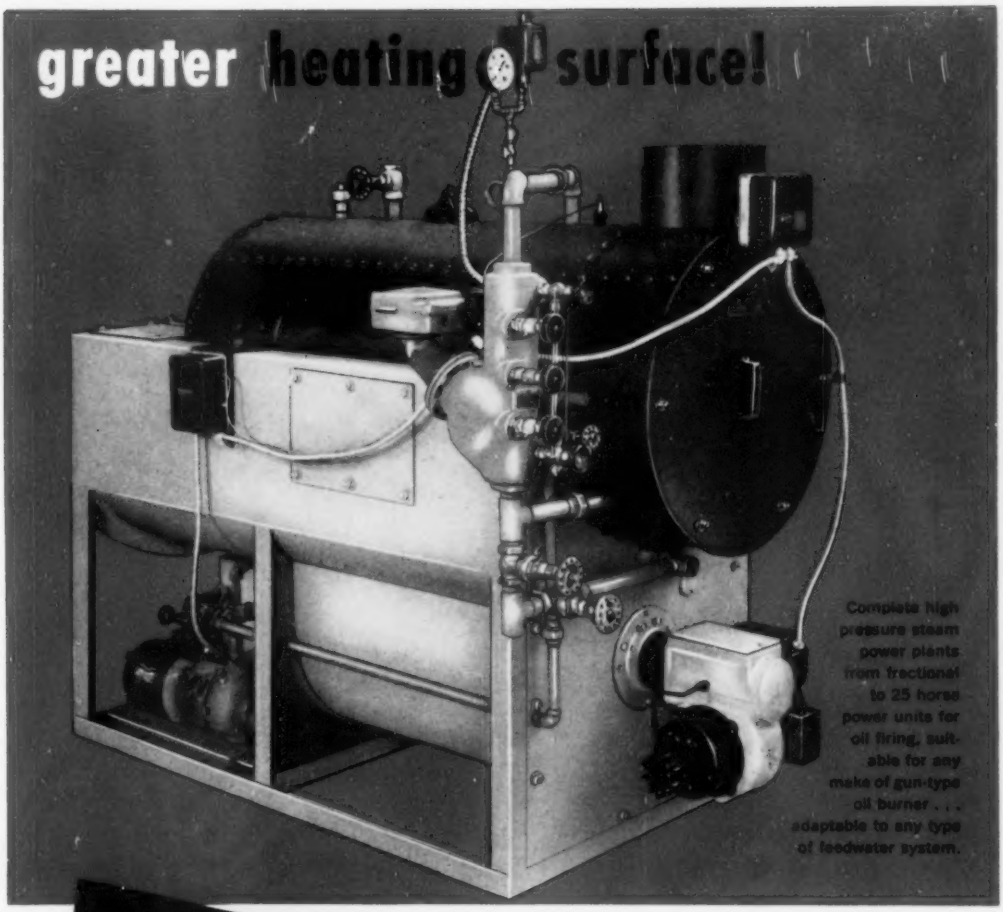

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- SUPER SPEED DRYING AND DEODORIZING FOR LOWEST SOLVENT COST

Stand by for the newest miracle of this Jet Age! Another Hoffman *first* — product of four years of testing, research and field engineering! It's the H-Jet IV, designed to blast away all previous limits of time and space in perchlorethylene drycleaning!

In the H-Jet IV you get all of the features the industry has sought for more than 20 years. Maximum usable space — a 36" open pocket cylinder for full-drop washing in far less time. Add to this: *new high-speed extraction* — 700 r.p.m. to remove more solvent faster and slash the cost of the drying and deodorizing cycle on every run.

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There's a whole, new, wonderful day of better cleaning, lower costs, bigger profits waiting for you with the Hoffman H-Jet IV! Before you consider any other synthetic solvent unit already obsoleted by the H-Jet IV, call in your Hoffman representative. Today's the day to be really amazed!

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★ Fully Automatic ★ Open End—easy to load and unload ★ No special foundations needed ★ Top flow-rate filtration ★ Lowest solvent cost per garment.

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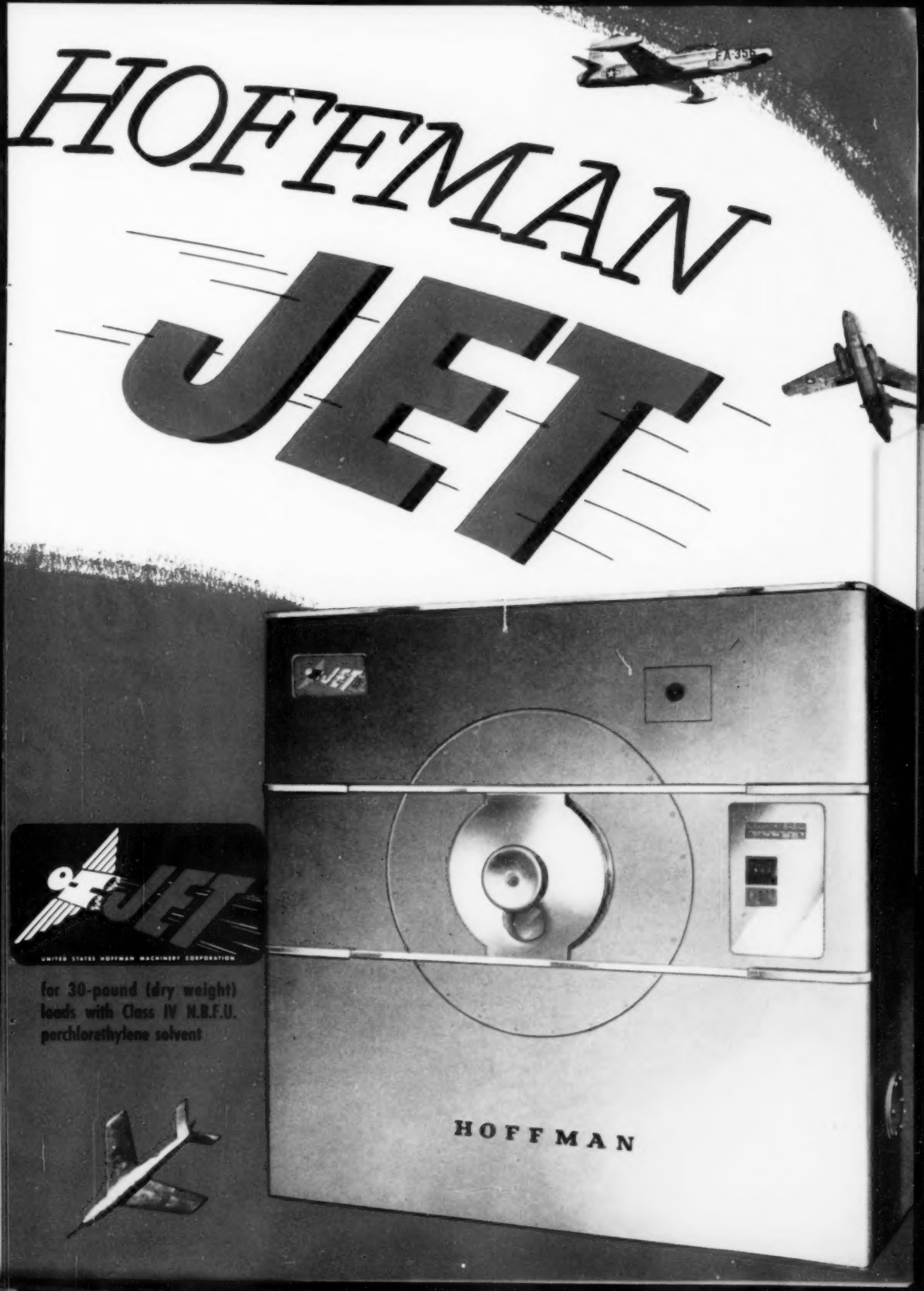
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"NEWSY STUFF" is theme of Best Cleaners bulletin board for which owner Ed Siegmund cuts clippings

FABRIC BULLETINS, special service, and sold-over-counter merchandise are displayed on Vancouver Cleaners board, tied in with classified ads

Selling by Bulletin Board

West Coast cleaners successfully use store displays in two different ways

FRAMED BULLETIN BOARDS posted in their stores are used to sell drycleaning by two West Coast plant-owners, each using a different approach and each getting excellent results.

At Vancouver (Washington) Cleaners, Wally Packham posts on a large framed bulletin board in his downtown store advertising folders for one or two of the services he is emphasizing. Then he places on the board NICD bulletins on four or five doubtful fabrics.

To tie in with the board Mr. Packham runs small ads under different headings in the classified section of the local paper. The ad run under "Business Opportunities" starts with "FREE," and goes on to explain that at Vancouver Cleaners' downtown store you can obtain free information on such and such a fabric. Under "Domestic Help" the classified insert might read: "You cannot clean your own pillows as clean or as cheaply as we can clean them for you. See the displays at our downtown store."

There is always one counter-specialty item on the board; a display featuring the item is set up in the window and a duplicate display on the counter. It may be plastic bags, for example, or a zipper kit, or mothproof storage sealers. These specialties are advertised in the same way in the classified section.

With this bulletin-board and want-ad tie-in, Mr. Packham reports very good results. Many people come in daily to look at the fabric reports; then it is the counter girl's job to sell them.

At Best Cleaners in Eugene, Oregon, owner Ed Siegmund uses his bulletin board to post clippings, pictures and news items about his customers. Every morning he goes through the local paper and clips every item mentioning or using a picture of one of his customers. Naturally, he clips only favorable items.

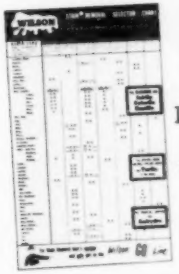
The bulletin board is tied in with a weekly radio program the plant sponsors. This program is called "The Best Waxworks" and is on for 30 minutes beginning at 10:30 P.M. Old Dixieland music is played, with comments by the disc jockey. Before the program Mr. Siegmund hands in a list of the clippings on the bulletin board. Some time during the program the jockey has something to say about each picture or clipping.

"Each Monday we try to have at least 20 clippings on the board," Mr. Siegmund says, "for the jockey to mention. This pleases those who are mentioned and their friends, and it brings a lot of people into the plant store on Tuesday and Wednesday. They come in to see the clippings but they usually bring along some work, which is the important thing." # #

Break that spotting board "bottleneck" with

...the action-loaded spotter that gets out more stains more quickly!

Quicker, surer stain removal speeds up the flow of work through your plant. That's why you should use *TarGo*. This unusual wet or dry spotter is the fastest, most effective stain remover on the market. You can depend on it to help prevent pileups at the board because it knocks out the real tough stains other spotters will not budge . . . gets out average stains twice as fast with half the effort. And *TarGo* is ideal, too, for both LIPSTICK and BALL PEN INK LOADS.



There's no substitute for TarGo... order it by name from your jobber

FREE! New "STAIN REMOVAL SELECTOR CHART", a handy wall-hanger guide to the removal of *difficult* spots and stains. Ask your jobber for a copy or write direct to A. L. WILSON CHEMICAL CO., Kearny, N. J.

Knock out toughest dye stains of any color... from any fabric

with

the controllable liquid stripper

Makes the safest, most effective stripping bath you ever used . . . for less than 5¢ a gallon! Lifts one color from another . . . doesn't whiten off-whites.

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BASIC DRYCLEANING FOR NEW EMPLOYEES

Causes of Holes in Fabric

by C. B. ANTONSON

"THE HOLE THAT WASN'T THERE" is a problem that will confront any drycleaner before he has been in business very long. Handling this problem requires the technique of a diplomat—and an understanding of just what causes holes in fabrics.

There are four common causes of holes in garments: chemical action, abrasion, burns, and insects. The first problem is for the drycleaner, the customer or a consultant to decide to which category the case belongs.

Chemical damage: Some fibers such as wool are very resistant to acid damage yet readily damaged by a strong alkali. Other fibers, more notably cotton and rayon, are very easily damaged by acids yet are highly resistant to the effects of alkalies.

The chemical that causes the greatest share of acid damage appears to be sulfuric acid, probably because it is used in storage batteries which are present in every automobile. Often the customer contacts this acid indirectly and without knowing it. A mechanic may have handled a battery that spilled acid on his clothes, then leaned against another car and transferred some of this acid to a part of it that the driver handles. The common use of sulfuric acid in many industrial processes and laboratories also contributes to the frequency of this type of damage.

Other strong mineral acids that have a share in acid damage are hydrochloric acid and nitric acid.

Unless the acid is very highly concentrated, it may appear on the garment merely as a stain and be given no further thought by the wearer. The drycleaner, too, will be unaware of its presence. Then when the garment goes through the standard processes of drycleaning, the areas affected by the acid will be weakened to a degree dependent upon the acid concentration.

If these fibers have been weakened enough they will not even be able to withstand the mechanical action of the cleaning procedure without going into a hole. Also, the heat necessary in the drying process will speed up the chemical action which may be sufficient to cause destruction of the fiber.

Strong alkalies also cause a share of chemical damages. Caustic soda is a very strong alkali that is commonly used by the housewife in various cleaning compounds. When such an alkali contacts some garments (more commonly wool) a loss of color often occurs. If the concentration is strong enough the fibers are severely damaged and will fall completely out of the fabric.

The fabric analyst can readily determine if the damage has been caused by a chemical. The simple use of litmus paper is often sufficient to determine the presence of an acid or alkali. But if the garment has been processed with water the chemical may no longer be present to give an indication. The analyst can then determine what the chemical was by the manner in which it "fluoresces" under ultraviolet light.

Because the drycleaner is so often blamed for getting the chemical on the garment it might be well to point out to the customer that strong mineral acids and strong alkalies are not used in the cleaning process. In spotting operations such acids as 28 percent acetic, 10 percent formic, etc., are used, which completely evaporate and therefore do not remain in the fabric. These acids are so weak that they are safe on all fibers. Ammonia, generally used as an alkali in spotting, also evaporates completely from the fabric.

Chemicals strong enough to cause holes in fabric can usually be traced to contact by the customer in the course of some occupation or activity. If the customer is aware that his clothing has contacted a strong chemical he should immediately notify his drycleaner. Then if the chemical, whether alkali or acid, is neutralized before the garment is drycleaned, very often this stitch in time will save the garment.

Abrasion: If a hole does not show any indication that it was caused by a chemical it may very well have been caused by abrasion of some type.

The term abrasion can be defined to mean damage resulting from severe friction or the abrasive action of one article against another. This damage may be in the nature of a cut, a rough, jagged tear, or just a severely worn area.

Usually damage of this type can be determined by careful visual examination. It is quite unlike chemical damage, which is rounded in shape, because it does not follow any pattern. In cases of doubt the analyst can definitely determine whether an abrasion has been the source by examining the edges of the damaged fibers under the microscope.

Occasionally a garment is damaged by accident in a cleaning plant. It is not impossible for a pin to get lodged in the perforations of the tumbler or washer and thus cause snagging of garments. A loose washer door can cause a narrow tear of uniform dimensions.

Burns: The most common source of burns in fabrics is ashes from cigarettes, cigars or pipe. Hot irons used on garments or accidental contact with a hot pipe or radiator are also possibilities.

A burn can very easily be mistaken for a stain. On wool such damage will closely resemble a built-up blood stain. In such cases the innocent attempt of a spotter to remove a simple stain may very well mean a hole in the garment. Again, the burned fibers have probably been charred to the point where they will not withstand the cleaning process.

Insect damage: Holes that are the result of insect damage are usually small and uniform in shape and size. Often they will follow a line indicating the insect's path as he ate.

(Continued on page 94)

Making Good Its Guarantee!

AMERICAN TRUFORM Finisher

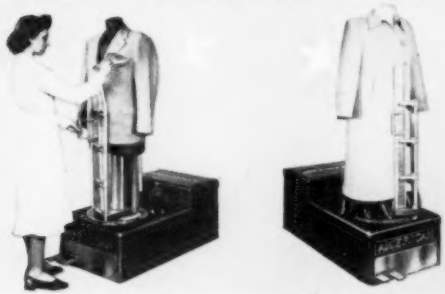
In large and small plants, everywhere, American TRUFORM Finisher is making good its *guarantee to increase finishing production*—with results like these:

- **A Washington (State) Plant. TRUFORM Ladies' Garment Finisher increased production from *6* garments to *17.75* garments per operator per hour.**
- **A Connecticut Plant. After installing TRUFORM Ladies' Garment Finisher, production increased from *12* dresses to *30* dresses per operator per hour.**
- **A Chicago Plant. This cleaner increased finishing production to *24-28* dresses per operator per hour with a TRUFORM Ladies' Garment Finisher.**

Here's why! Operation of the TRUFORM Ladies' Garment Finisher is extremely simple and fast. No adjustments are required. Steam and drying air are instantly and uniformly distributed to all portions of the garment. Due to revolutionary design, TRUFORM Finisher handles many more dresses of all types and sizes. More dresses are completely finished; others require only minor touch-up on puff irons or steam board.

Get Faster Finishing of Men's & Ladies' Short & Long Coats, Too!

Medium and large size plants use separate TRUFORM Finishers for ladies' garments, short coats, and long coats.



Smaller plants use single TRUFORM Finisher Base with 3 lightweight, interchangeable Forms.

WRITE TODAY for information on the complete line of TRUFORM Finishers. Also ask about American One-Operator Finishing Units designed to give any size plant greatly increased per operator per hour output.

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AMERICAN CLEANERS EQUIPMENT CO.

CINCINNATI 12, OHIO

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(Continued from page 92)

Occasionally the excretion of the insect still remains on the fabric. But in most cases definite proof of insect damage is found by microscopic examination, which actually shows the bites taken from the fibers.

Wool is probably more commonly attacked by insects than any other fiber. The moth worm is the culprit generally to blame but carpet beetles also do much damage. Rayon is not attacked by moths but suffers from silverfish in the same fashion.

Drycleaning in itself is excellent protection against insect damage but again the drycleaner is often blamed for those holes that weren't there. In some instances insect damage can be hidden by the excretion of the insect, going undetected until drycleaning shows up the hole.

It is impossible for the drycleaner to closely scrutinize every garment he accepts for cleaning but he must make every effort to train his routemen, counter girls and markers to be constantly aware of evidences that could mean fiber damage. Some garments might be given closer scrutiny than others. As an example, after cleaning net gowns very often develop numerous holes about the size of a match head. This is because some of the threads making up the net construction are broken, opening up into a hole when the garment is cleaned and frequently leading to a claim against the drycleaner.

In the great majority of cases the drycleaner is innocent of causing "the hole that wasn't there." But it is only through an understanding of what causes damage of this kind that his personnel can explain it to the satisfaction of the customer. # #

KANSAS OFFICERS, left to right: Bill Reid, retiring president; E. L. Gust, temporary secretary; Ted Haas, president, and Jack Bates, vice president

Left to right: MISSOURI officers Werner Williams, president; Andy Goldrick, secretary-treasurer; Harry Widman, executive secretary; with Ted Haas, Kansas president

Four-State Meeting in Kansas

by LOU BELLEW

THE ANNUAL FOUR-STATE convention of the Missouri and Kansas cleaning-laundry groups and Iowa and Nebraska laundry associations was held June 5-7 at Kansas City, Kans., with an attendance of over 200. A fine program produced a great deal of profitable information.

Sales were discussed by Bill Boyd of Emery Industries, Inc., and by Bill Jacobs of Criterion Launderers-Cleaners, Kansas City, Mo. Washington activities were described by John Spence, operator of Faultless Laundry Co. in Kansas City, Mo., while two government officials discussed price and wage controls. Dr. Conley H. Dillon, chief of the Service Trades Branch of OPS, suggested that individual requests for price increases would produce faster action than group area requests. David W. Hill, regional member of the Wage Stabilization Board, advocated leaving final decisions to the regional boards who are familiar with local conditions.

Faith in the laundry industry was vigorously expressed by Albert "Ollie" Adelman of Adelman Laundry, Milwaukee, Wis. Noel Cooperider of Butler Manufacturing Company discussed proper filter capacity as a factor in the quality work needed to hold present customers and prevent an influx of new drycleaning plants.

A forum on garment and fabric problems, with C. H. Dameron of Plaza Laundry, Kansas City, Mo., as moderator, presented two representatives of local retail stores to answer questions from the delegates. Some controversy was provoked by the retailers' statement that women want not only more casual dresses but those they can wash at home. The retail representatives also declared that they were at the mercy of manufacturers in the matter of fabric performance, and agreed on the desirability of making use of the technical information available to the cleaning industry.

The Kansas Association of Cleaners and Launderers elected "Ted" Haas of Junction City its new president, succeeding W. H. Reid, and chose Jack Bates of Kansas City, Kans., as vice president.

The Associated Cleaning and Laundry Services of Missouri elected Werner Williams of Mexico president to succeed Wilbur Theobald. # #

CONVENTION SPEAKERS held attention of delegates representing four state groups at Kansas City meeting

Have **YOU** tried

THE REVOLUTIONARY

NATIONAL CHARGE SOAP?

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N. C. S.
CHARGE SOAP

THE IDEAL SYSTEM for SUMMER CLEANING

N.C.S. greatly reduces the wash jobs on slacks, shirts and other summer garments. Its freedom from soil redeposition and graying produces clear, sparkling whites. No profit-eating re-runs, no customer complaints. N.C.S. produces no fatty acids in the solvent . . . your cleaning is odor-free! N.C.S. gives you the edge on top grade cleaning that means repeat customers on profitable, hot-weather business.

THE ONLY CHARGE SOAP WITH ALL THESE BENEFITS!

- **SIMPLEST CLEANING PROCEDURE**
  N.C.S. offers a very simple method of maintaining a uniformly charged solvent
- **INCREASES SOLVENT CONDUCTIVITY 500 TIMES**
  This remarkably high conductivity eliminates soil redeposition and graying
- **COMPLETE NEUTRALITY**
  N.C.S. is stable — will not impart acidity to solvent. This is of prime importance for odorless summer cleaning
- **A NEW STANDARD OF DRY-CLEANING QUALITY**
  N.C.S. outperforms all conventional soaps
- **SIMPLEST TEST KIT ON THE MARKET**
  N.C.S. TEST KIT enables operator to accurately determine concentration of charge in a few seconds
- **MAY BE USED WITH SWEETENER**
  Removal of N.C.S. by sweetener is comparatively small

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Swan Gets Suggestions

New plan of multiple-plant cleaning firm meets with surprising response

by HELEN JONES REA

Public Relations Director
Swan Cleaners, Columbus, Ohio

A SUGGESTION PLAN offers mutual benefits to both management and personnel. Management gets new ideas, on which the growth of a business depends, and employees have a method of expressing themselves about the conduct of the business.

For these reasons Swan Cleaners launched a suggestion plan the week before Easter. In spite of a preliminary program of contests, where associates were encouraged to write down ideas in preparation for the plan, we did not anticipate such an enthusiastic acceptance. Those experienced in operating suggestion plans expect that about 25 percent of employees will send in suggestions during a one-year period. At Swan, in the eight weeks following the start of our plan, we received 84 suggestions—an amazing number for an organization of 265 associates.

We decided to go into the program with little fanfare for a year, sort of feeling our way. For a background on suggestion systems, we got our best material from the book, "Getting Results From Suggestion Plans," by Herman Seinworth.* Also, personnel in charge of suggestion systems at General Motors, Timken's, Abbott Laboratories, and Manufacturers Trust Company of New York were most patient and helpful in answering questions.

A four-page mimeographed bulletin explaining the plan was distributed to all employees by our supervisors, with an accompanying "pep talk." We made our own suggestion boxes which were placed in all of our 20 units. Posters purchased from one of the suggestion-plan companies were displayed on the boxes. Suggestion forms provide entries for "Present Method, Condition or Policy"; "Proposal," and "Anticipated Result."

In our bulletin we offered cash payments of from $5 to $200 for ideas which are accepted and put into use. Andre Gelpi, owner, and John Pickens, general manager, are the judges of what ideas will be accepted. A yearly grand award will be given to the employee who sent in the best suggestion adopted during the year.

The number of awards to date has not been too impressive. The best ideas, we have learned, need further development. They are given as special projects to our supervisors who are not eligible under our plan to win awards. The supervisors tackle these special jobs with enthusiasm and in a creative spirit.

We have learned also that some obviously awkward or time-consuming operations, which management should have seen, were apparent to a counter girl or a wetcleaner. We found that pressers or cleaners have ideas about counter operation and that many are interested in promotional ideas for the firm. We have been impressed with the fact that a wool presser, for example, will send in an idea about counter operation.

Counter girls have sent in the most suggestions, 32 in all or almost half the ideas received. Store managers are next in showing interest, with 14 suggestions. One cleaner holds the record with eight ideas and seven other cleaners have sent suggestions. Seven have come from wool pressers.

Of the suggestions received so far, 20 were to improve counter operation, 12 for store promotions. Thirteen were sent in on store operation, eight on bagging, seven on employee relations. Most have suggested new equipment, new methods and timesavers. We have not received many ideas on saving materials, improving quality, or layout of machinery or equipment.

We are enthusiastic about this plan to give our people the means for greater participation in the business and a way to express their ideas. We do not expect world-shaking ideas although we will be disappointed if we do not get several excellent suggestions of great value to the firm for which we can pay top awards.

We are now making plans for a new approach to the suggestion plan to introduce in about six months. We will want to find ways to keep up enthusiasm and to encourage the development of better-thought-out suggestions.

We are constantly trying to improve our operations and we are confident that this suggestion plan is one of the ways to do it. # #

SUGGEST WAYS TO IMPROVE

1. Appearance of customers' clothes, service to our customers, our quality and our public relations.
2. Cooperation between workers, teamwork production.
3. Quality.
4. Sale of our services.
5. How to reduce costs.
6. Layouts of machinery or equipment.
7. Housekeeping.
8. Operating methods.
9. Quantity production.
10. Protection of our property.

SUGGEST WAYS TO ELIMINATE

1. Bottlenecks.
2. Public complaints.
3. Delays.
4. Duplication of work—unnecessary work.
5. Fire and accident hazards.
6. Red tape.
7. Waste of time or materials.

SUGGEST NEW DEVICES

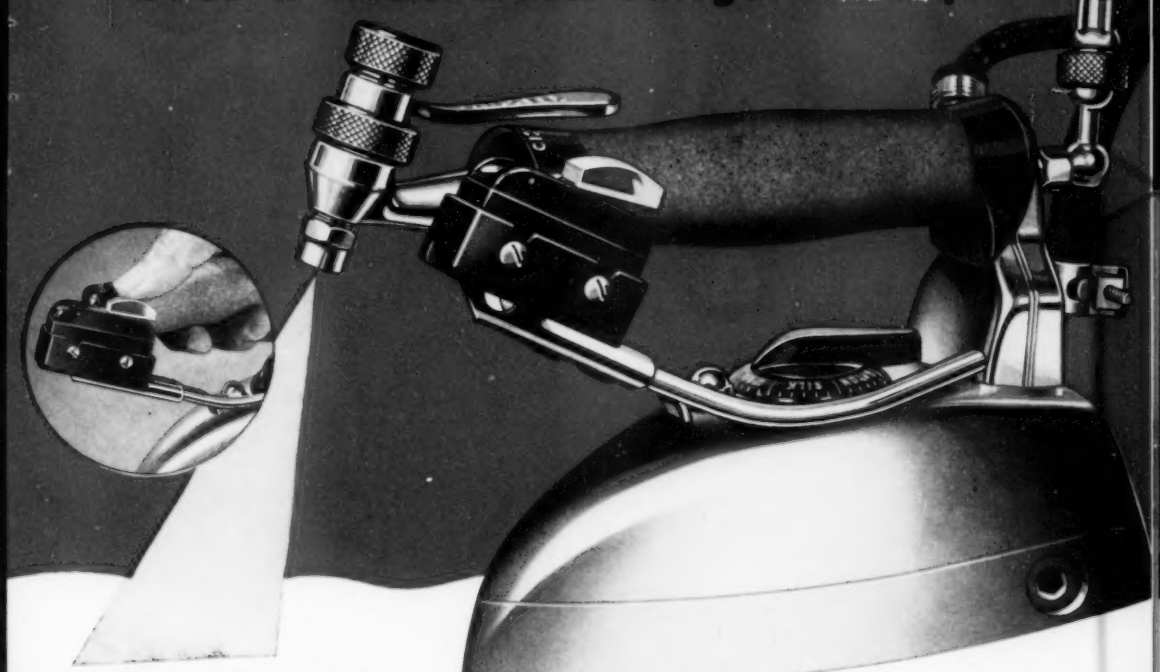
1. New equipment.
2. New methods.
3. New products.
4. New sources of revenue.
5. New tools or new uses for tools on hand.
6. New educational ideas.

INCLUDED IN BULLETIN on suggestion plan are clues to type of idea that would be useful

* McGraw-Hill, New York.

So Smooth!

over a wide work range



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3 lb. or 6 lb. Steam-Electric Iron with Electric Thumb Control, Water-Spray Gun and Chamber Assembly. A.C. $99. (Same without Water-Spray Gun, $82.) F.O.B. Louisville, Kentucky.

The Chamber Assembly includes Pilot Light, Switch, plug-in connection for Iron and fully-tested, fully-proved Magnetic Valve Control! (Assembly for Cissell Steam-Electric Iron with Electric Thumb Control and Water-Spray Gun includes Condenser.)

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STEAM-ELECTRIC IRON WITH ELECTRIC THUMB CONTROL

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QUESTIONS and ANSWERS

Red Stains on Plaid Jacket

The red spots on the left shoulder and lapel of this lady's plaid coat were noticed when the garment was received but I was then unable to contact the customer, who now claims we got the spots on the garment. Can you tell us what the spots are and how to remove them?—*T. C., Tennessee*

Under ultraviolet light we find that the stains are in the nature of contact dye, probably paper dye. It appears that the dye dropped on the garment from a height. This is because splash marks are elongated tear-drop shapes, usually running down the garment if the splashing occurred while it was being worn. Of course it is impossible for us to state the exact source of the damage.

Perhaps the best possibility of repairing the damage would be to soak the entire jacket in a water bath to which a wetting agent and some ammonia have been added. It would be advisable to soak the skirt at the same time. After soaking for about four hours, working with the hands occasionally, rinse the garment, sour, and blow dry on the windwhip.

If the dye still remains, an attempt may then be made to bleach the remaining color from the fabric either by the use of hydrogen peroxide and ammonia or by the gradual use of a weak stripper solution. In some cases titanium sulfate works to good advantage. Of course, any bleaching action to remove one color involves a risk of affecting the other, therefore this procedure should be attempted only after discussing it with your customer.

The only other means of restoration would be redyeing the garment.

Pilling on Moire Dress

Could you tell us what caused the pilled condition on this blue acetate dress?—*U. C., Louisiana*

Examination of this garment shows the pilled condition is due to broken surface fibers. Apparently, when the moire pattern was stamped into the fabric, too heavy a pressure was applied. This damaged the fibers to such an extent that they would not withstand the ordinary mechanical action of the cleaning process.

A small panel in the front of the dress was not affected in this manner, and was evidently taken from a different bolt of the fabric. The presence of this undamaged panel proves the drycleaner was not responsible, since it would be impossible to clean the garment and not subject all of the fabric to the same process. It would appear, therefore, that this damage was due to faulty manufacture.

Corrosion Stains on Trousers

The customer claims that there were no spots on these gray striped trousers when he sent them to us.—*E. C., Ohio*

Under ultraviolet light the stains on this garment appear to be in the nature of metal corrosion. We have been unable to remove them without affecting the color of the garment.

We cannot state definitely how these stains occurred. Possibly these trousers were wetcleaned, then placed in a tumbler in which some white garments treated with one of the hydrosulfite bleaches had been dried. The presence of this hydrosulfite will cause a metallic sulfide, which in turn could have been printed off on this garment while it was in the tumbler.

The same condition might also have been present in an extractor and the stains caused by printing off from the corrosion formed on the metal cylinder. I have seen a similar condition caused by the use of one of the sodium hydrosulfite strippers on the metal spotting board.

Fuzzed Lapel on Suit Coat

Could you tell us what caused the fuzzing of the front lapel of this suit coat? The suit was cleaned and required no spotting.—*C. I., New York*

We have examined this coat under ultraviolet light, which reveals a stain in the affected area. We are of the opinion that someone has attempted in some manner to remove this stain, either by brushing or by holding a steam gun too close to the fabric.

The best way to overcome this type of damage is to shave the fuzz from the fabric with a safety razor.

Black Stains on Red Dress

What caused the black stains on this garment and how can we remove them? We got these stains on a tumbler load of garments and eventually cleared up all the load except this red dress. The stains seemed to stay in the red garments the worst, regardless of the kind of fabric.—*B. C., North Dakota*

We have examined this garment under ultraviolet light and find the black stains have been caused by a dye of some type. The fact that these stains are so general on the garment and that they occurred in the tumbler would indicate they were caused by a crayon, pencil, mascara or similar dye-carrying medium. Because a load placed in the tumbler would be partly saturated with solvent, any of the above articles would readily stain all garments in the load.

Unfortunately, after deodorization the stain remaining is only the dyestuff, which has been thoroughly set by the heat of the deodorization. The ease of removal of these stains would depend on whether any of the lubricant of the staining substance remained and the degree to which the garment had been exposed to heat.

The difficulty in removing the stains from the red garments might be due in part to the fact that the red dye itself might not be too fast, thus limiting the extent to which removal procedures could be carried out.

A procedure that might have the most likelihood of success would be similar to that used for removing lipstick stains. This involves prespotting the stains thoroughly with an oily-type paint remover and recleaning. Then the garments might be placed in a water bath to which a wetting agent and some ammonia had been added. A prolonged soaking in this bath, followed by routine rinsing and drying, might improve the affected garments.

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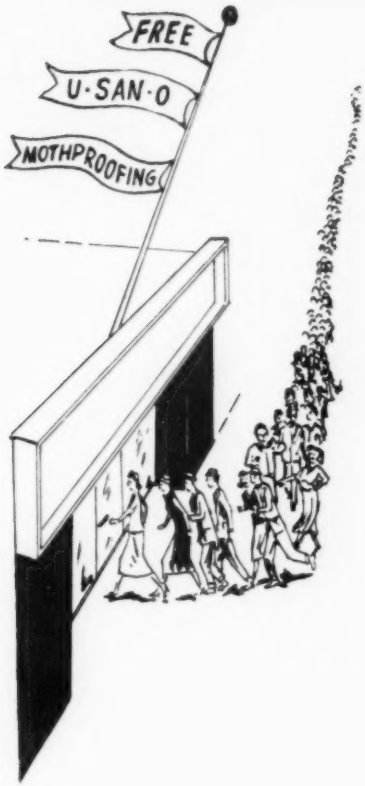

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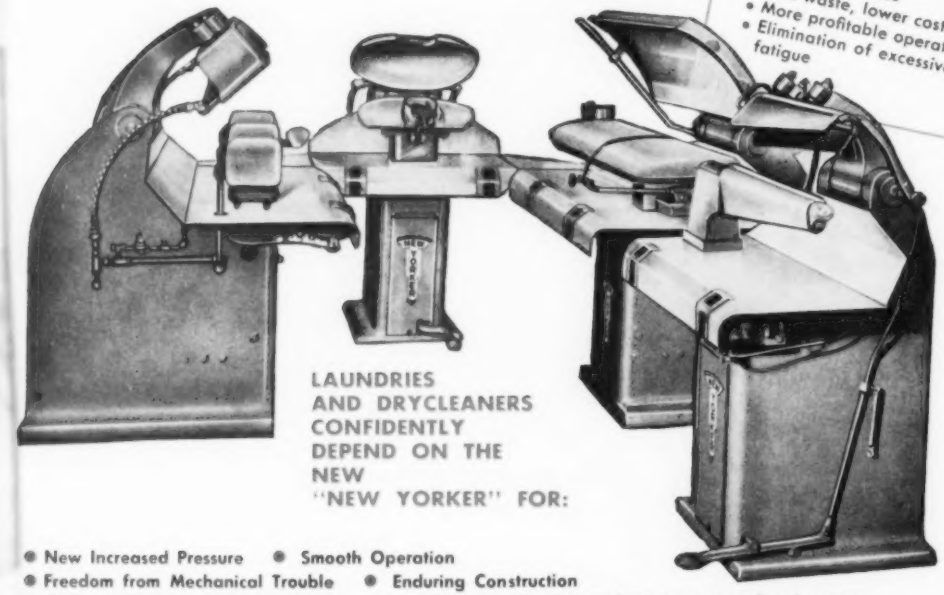

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CURB-SERVICE SPEED impresses Owen Cleaners customers; boys must reach cars before wheels stop rolling

TIE RACK especially made for most effective display—and sale—of neckwear. At plant store rack is set up on its own metal table

Showmanship Reaps Rewards

Impressive stores and service build impressive sales

SERVICE AND SHOWMANSHIP work together for highly successful merchandising at Owen Cleaners in Paducah, Kentucky. The manager, Eugene Kitterjohn, a salesman before he became a cleaner, has put his background to good use in selling Owen's drycleaning and shirt services.

Service starts at the curb at the plant store, located on a busy street where parking is a problem. Two uniformed boys, one on each side of the street, give curb service from 7 to 9 in the morning and from 3:30 to 6 in the afternoon. One boy handles the curb service between 9 and 3:30.

The boys run to meet every car. The rule is that they must reach the window before the wheels stop rolling, and they do it. At the car the boy places the incoming garments in a nylon bag, ties the bag, and gives the customer a receipt.

For the many customers who prefer to park and come in, especially to pick up orders, the stage is set with a store arranged to make an impression. Long red-and-white figured drapes hang over the windows and behind the counter. There are high bar-type stools at the counter and comfortable leather-upholstered chairs.

Great emphasis is put both on the packaging itself and on the display of packaged orders. The left wall of the store is used for shirt packages. In wrapping, the girls fasten the top parts of the ticket to the end of the package with tape printed with the Owen name, in such a way that the ticket hangs down over the end.

DOWNTOWN STORE INTERIOR must impress in place of curb service. Note neat display of packaged ties, bagged garments

The bundles, each limited to no more than six shirts, are uniformly stacked in the racks with all tickets hanging.

Behind the counter and in an adjoining room are the rails for drycleaning orders. White bags with the Owen design are used; the tickets are fastened to the right shoulder with the special Owen tape.

Sweaters are packaged in cellophane and displayed in glass cases behind the counter.

Ties, too, get special display attention. They are fitted on to a tie card, wrapped in cellophane, and hung on a 36-arm metal hanger especially made for Owen Cleaners. It has a steel frame of 1-inch hollow metal, with two sections of 18 arms each, made of $\frac{1}{8}$-inch steel rods. The arms on the top section extend 7 inches, those in the lower tier 12 inches.

During quiet periods of the day the curb attendants spend their free time dusting the store and keeping the shirt packages and other packaged work neatly arranged.

"The idea," Mr. Kitterjohn said, "is to have the store so neat, attractive and well arranged that the customer can't help being impressed. If a new customer doesn't mention our store arrangement we think there's something wrong and begin checking to see where we have fallen down."

Owen Cleaners also has a new store in Paducah's downtown section. Because no curb service is given here, special attention has been paid to its interior, which has the same type of fixtures as the plant store. Fixtures are maple, with blue-embossed leather at the counter ends and garment aisles, and matching furniture upholstery. The garments, all bagged, are hung in wall cases, and a tie rack like the one at the plant store is displayed on the counter.

There are also two oval display cases, one 30 by 48 inches, which is set 6 feet back from the door and past a long mirror with a flower-box base, and the other across the store. The cases, lit at top with concealed fluorescent tubes, are used to display framed posters, garments, ties and packaged sweaters. According to Mr. Kitterjohn, they have been very helpful in selling special services.

With all this attention to display and service, what has happened to volume? Just what you might guess. Volume has increased to the point where it has outgrown facilities, and owner H. R. Owen has announced the signing of a contract for a plant expansion. # #

Cash Register Pays Its Way

Chain operator redesigns tape to achieve greater efficiency

by GENE BENNETT

INSTALLATION OF CASH REGISTERS and their efficient use mean $1,000 a year in savings for Samuel D. Cohen, owner of Kane Cleaners, a chain of seven stores in New York City, with a plant at Ridgewood, Long Island.

Mr. Cohen started using cash registers about two and one-half years ago. Before then he used a simple wooden cash drawer, attached to the underside of the store counter. Its only purpose was to hold the day's receipts. Probably customers weren't impressed with the way money was handled, and certainly some time was wasted, some errors made in recording ticket numbers and garment prices.

When Mr. Cohen was persuaded to install a cash register in one of his stores, he found these immediate benefits:

1. The cash register permitted punching the number of a customer's ticket on a recording tape along with the prices. Before this, the transaction had to be written in a cash book—a time-consuming, error-encouraging method.

2. The cash-register tape represented a permanent and reliable record, making it almost impossible to alter receipt statements.

3. Cash paid by the salesgirl could be recorded on the tape. This eliminated the chance she might forget to make a written record, thus causing a bottleneck in balancing books.

4. The cash register could be used to take inventory more rapidly than by the old method of checking with the handwritten records.

5. Last, but not least, the streamlined machine gave the customer the impression of a modern instead of log-cabin atmosphere.

In spite of these improvements over the cash drawer, the registers had one failing in Mr. Cohen's eyes that discouraged him from installing them in his other stores. He believed the design of the recording tape allowed for some confusion.

Change in Cash-Register Tape

Old	New
324.47	8215 0.41
.17	8153 0.41
330.35	8731 1.52
.96	8187 1.37
330.34	8698 0.41
1.61	8699 2.39
313.01	
1.11	

OLD-STYLE TAPE (left) shows five-digit ticket number, divided by decimal point, with price on line below. For example, ticket number, 32447, price of that order 17 cents. New style shown at right gives on one line four-digit ticket number, with price in larger type. Example: ticket number 8215, price of that order 41 cents

MODERN-DESIGN cash register saves counter girl's time by reducing writing, keeps permanent, accurate record

First, the same size type was used for the ticket numbers and prices, which were imprinted on separate lines. In addition, the last two numerals of the ticket number were set off from the others by a decimal point, making it resemble a dollars-and-cents total, according to Mr. Cohen. He felt the design, therefore, could easily result in a mixup if someone had to check these figures rapidly.

For example, a salesgirl suddenly rushed by several impatient customers would be considerably slowed up. In checking the figures her eyes had to make an extra effort to distinguish between the ticket number and the price. And since the two sets of figures were on separate lines, an extra glance was required.

About a year ago Mr. Cohen developed a new design for the tape and the idea was incorporated in six machines. Only then did he send all his cash drawers to the woodpile.

The tape which resulted from this drycleaner's dabbling in cash-register engineering has two different type sizes—for the ticket number and price. In addition, the numbers are on the same line; the ticket numerals are in smaller type on the left side. Also, the decimal point dividing the ticket number was eliminated.

The innovation at the same time reduced confusion over the ticket numbers and prices, and eliminated that extra glance. Also, since it confined each transaction to one line, it reduced tape costs almost 50 percent.

Additional efficiency was achieved and errors reduced in the end-of-day checking, as Mr. Cohen goes over the daily business sheet and receipts. The register tape is pasted on the back of the daily sheet, giving a compact and permanent record.

To pay for the cash registers "without feeling it" a special meter was attached. At the start of the day a salesgirl would insert 50 cents into the meter. This payment was automatically registered. If the girl failed to insert the money the register, electrically connected to the meter, wouldn't operate.

"I'm convinced the cash registers paid for themselves," Mr. Cohen said. Each machine saves at least 50 cents a day in errors and time, he estimated. Multiply seven stores by some 300 working days and the result is a considerable saving. # #

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ASSOCIATION NOTES

Pennsylvania Convention Plans: The Pennsylvania Association of Dyers and Cleaners has announced plans for its 1952 convention, to be held in the William Penn Hotel at Pittsburgh on Thursday, Friday and Saturday, October 30 and 31 and November 1. This year's convention will include an NICD Management Conference, given in four sessions on Thursday and Friday. NICD instructors will be Robert E. Cowie, director of management engineering; Charles W. Brown, industrial psychologist, and Richard W. Shanbarker, accountant.

An added attraction for convention delegates will be the Pitt-Indiana football game.

# #

Rug Cleaners Plan Convention: Chicago rug cleaners have begun to plan their role as hosts to the eighth annual convention of the National Institute of Rug Cleaning, to be held in their city January 17-19, 1953. The convention and exhibit are expected to be the largest ever held in the field.

CHICAGO RUG CLEANERS plan convention. Left to right, seated: Gus Draffkorn, Mrs. Arthur Proulx, Douglas Brown, P. S. Glidden, NIRC executive secretary Dick Powell, Art Greenberg, Bill Gage, Milton Fineberg, Marcus Kogan. Standing: Jack Nahigian, J. H. Fitzpatrick, Ray Gragg, Ray Haas, Cecil Treadway, S. Lefkovitz, Jr., Morris Aronson. Present but not in picture, Al Barsumian

Chicago convention co-chairmen are Gus Draffkorn, Belmont Rug and Furniture Cleaners, and Jack Nahigian, H. C. Nahigian and Sons. Chairmen of other committees are: Guests, Cecil Treadway, C. A. Boushelle and Son; registration and reception, Percy Glidden, Glidden Sons; general entertainment, Gus Draffkorn; ladies' entertainment, Mrs. Arthur Proulx, Cushman's Rug Cleaners; sergeants-at-arms, Ray Gragg, Gragg Rug Cleaners; plant visitation, Bill Gage, Austin Magikist Rug Cleaners; exhibits, Art Greenberg, Chicago Rug and Furniture Cleaners.

A special tour of outstanding rug cleaning plants in Chicago will be arranged by Mr. Gage and the Chicago committee for the day after the convention program officially ends.

# #

Local Elections: Officers of the Associated Cleaning Plant Owners of **Greater Kansas City** (Kansas and Missouri) for the coming year are: Francis Franklin, Monkey Cleaners, Inc., president; Jack Fisher, Kansas City Laundry Service Co., vice president; Fred Rode, Fred Rode Cleaners, secretary-treasurer. Directors are Marion Williams, Chisolm Cleaning & Dyeing Co.; Joe Goetz, Sr., Country Club Cleaners; Harold Dameron, Plaza Laundry & Cleaning; Charles Mackin, Oak Park Laundry and Dry Cleaners.

At a recent directors' meeting C. L. Young, Wichita Falls, was reelected president of the Dry Cleaners Institute of **Texas.** Garnett Lewis of Austin was reelected secretary-treasurer, and J. A. Smith of San Antonio was chosen first vice president.

# #

Public Relations in Ohio: A recent bulletin of the Ohio State Association of Dyers and Cleaners reports on its public-relations activities. A meeting held in Dayton in February was attended by 125 cleaners, store buyers and Better Business Bureau personnel. Charles B. Truxal, executive secretary, discussed problem garments. Mr. Truxal also discussed drycleaning problems at the annual meeting of the Ohio Retail Merchants Council, and the success of the presentation resulted in its repetition at a meeting of the Lancaster Chamber of Commerce.

A radio talk was presented in March from Ohio State University, on the subject of the harmful effects of "home spotting." The talk was published in 37 newspapers throughout the state. A radio program on the "Hometime Show" over WOSU was so well received that the association has been asked to present drycleaning talks each month over that station. Miss Alma Tapscott of the Textile Research Laboratory of Ohio State University was scheduled to appear on television in July, and Mr. Truxal is to make two TV appearances in August.

The drycleaners of Ohio were also represented at Farm and Home Week at Ohio State University. Equipment, processes, and problem garments were shown.

# #

Connecticut Outing: The Connecticut Launderers & Cleaners Association has announced a summer outing to be held the afternoon and evening of August 14 at Green's Farms, Wallingford. George Grasser is chairman of the Outing Committee, assisted by Walter Brophy and Wesley B. Van Dine.

# #

OFFICERS AND DIRECTORS of Wholesale Cleaners and Dyers Association of New Jersey, photographed (with guest) at recent outing at Sackett Lake, N. Y. Officers of the group, organized in 1940 by Maurice Block, are: Bernard Snyder, president; Jack Mars, vice president Passaic County; Andy Aslanian, vice president Hudson County; Max Perlman, recording secretary; Arthur Hennoch, financial secretary; Phil Hennoch, treasurer; Jack Dalakian and Charles Kessler, sergeants-at-arms

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N.I.C.D. NEWS

New Technical Bulletins: Technical bulletins published in June by NICD are T-283 on "Shrinkage of Rib Weave Fabrics" and T-284 on "Caramelized Sugar Stains on Various Fibers." The first takes up reasons for shrinkage with coarse-rib-weave garments, of which 179 came to the NICD for analysis the first five months of this year, and gives precautions to use in handling them.

Bulletin T-284 shows the effect of caramelized sugar stains on wool, silk, nylon, cotton, rayon and acetate; explains that not all these stains are the same, and describes which type can be removed and which type cannot. It also shows that the validity of the old recommendation "Never put alkali on a 'tannin' stain" depends on the fiber on which the stain is found.

# #

White To Superintend Courses: The NICD has appointed William B. White superintendent of its general, special and field courses. He will also continue as director of industry relations. In his new post Mr. White will be responsible for the content of the courses, methods of presentation and student activities.

A graduate of the 42nd general course in 1938, Mr. White has had wide experience as production worker and superintendent in cleaning plants. He joined the NICD staff in 1945, and has worked on many branches of the association services.

# #

82nd General Course Graduates: At the graduation ceremonies of the 82nd class, held June 27, speakers were William B. White, superintendent of courses, and Walter Marple, course adviser for the class.

Scholastic honors were won by Robert W. Vance, Jr., of Parisian Cleaners and Dyers, Birmingham, Ala., whose name has been inscribed on the 60th Class Trophy. Officers of the class were James W. Gribble, president; Orlando Bendana, Jr., vice president, and Edith Stewart, secretary-treasurer.

The next general course will be given January 5-March 27, 1953. The NICD points out that in many sections business is slow at that period, making it easy for plant personnel to be away for the 12 weeks. Com-

GRADUATES OF 82nd CLASS, left to right, front: Kent A. Arrington, Tavares, Fla.; James W. Gribble, Elizabethtown, Ky.; Roy A. Hoe, Jr., Atlanta, Ga.; Marvin B. Robinson, Elyria, Ohio; Frank B. Lovell, Sr., Sophia, W. Va. Second row: Robert A. Powell, Marion, Ind.; Delancey H. Caldwell, Pineville, W. Va.; Robert P. Guirette, Mexico, D. F., Mex.; Warren H. Eaddy, Hemingway, S. C.; R. Ray Gamble, Eureka, Cal. Rear: Robert W. Vance, Jr., Birmingham, Ala.; Edith Stewart, Clarksburg, W. Va.; Orlando Bendana, Jr., New Orleans, La.

60th CLASS TROPHY certificate presented to Robert W. Vance, Jr. (right), by William B. White, recently appointed NICD superintendent of courses

OHIO MANAGEMENT CONFERENCE: Two-day management conference at Columbus, sponsored by Ohio State Association, conducted by NICD management staff. Robert E. Cowie, director of management engineering department, taught production management; Charles W. Brown, industrial psychologist, supervision; R. W. Shanbarker, accountant, cost control. Conference was arranged by Jack Truxal, Ohio's executive secretary; received by 62 attendants with enthusiasm

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plete details of the course are given in a catalog which may be obtained on request to the Registrar, NICD, Silver Spring, Md.

# #

Education Through Textile Press: The June issue of *Stores*, official publication of the National Retail Dry Goods Association, contains the first of an NICD-written series on "Findings and Trimmings." The article points out the importance to buyers of considering these small parts of a garment as well as fashion and service characteristics.

The monthly trade paper *Rayon and Synthetic Textiles* is continuing its monthly series, "Fabric Behavior in Drycleaning," also furnished by NICD. The June and July issues discuss in turn taffetized fabrics and acid-sensitive acetate colors. The latter article points out that blue acetate dyes are sensitive to many common acid substances in addition to the nitrous oxides present in the air and responsible for fume fading. This magazine has a circulation of over 30,000 executives in all sectors of the textile industry.

In addition to these monthly features, technical bulletins and special articles are generally covered in the *Daily News Record* and *Women's Wear Daily*, daily trade newspapers of the men's and women's retail apparel fields, respectively.

# #

Beta Chapter Meets: The June 13 meeting of Beta Chapter (New York metropolitan area) of the NICD Alumni Society had as its featured guest speaker Art Schuelke, district sales manager of Sanitone Division, Emery Industries. He was assisted in answering questions and in the preparation of charts and illustrations by Roger Johnson, Sanitone engineer for the area.

Sam Kaufman, president of Beta Chapter, announced that after a summer recess meetings will resume in September, bringing discussions of developments in the drycleaning field to its members.

Signs of the Times

(Continued from page 20)

Proposed New York Licensing: A bill to license drycleaners, recently introduced into the New York City Council, proposes posting of bonds in amounts ranging from $1,000 to $5,000. The bill also provides, in rather vague language, for forfeiture of the bond upon failure to satisfy any judgment for damage or loss within 30 days after the entry of the judgment. Needless to say, the bill will be opposed by all sectors of the drycleaning industry in the city.

# #

Cleaning Manual Fair to Cleaners: A new book for homemakers seems to live up to its encyclopedic title of "How To Clean Everything." Written by Alma Chesnut Moore and published by Simon and Shuster, the manual covers practically every household object and cleaning or maintenance materials from "abrasives" to "zeolite."

The list of credits does not include the textile maintenance associations, but on the whole the author takes a reasonable attitude toward the use of professional services. There is the usual section on home spot removal, while under the general heading of "Clothes" readers are instructed to remove fresh stains if they know what caused them and the proper agent; otherwise to send them promptly to an expert drycleaner.

Under the entries for specific fabrics, for rugs and other household textiles, the author frequently indicates the need for professional drycleaning. On the subject of home drycleaning her advice can be summarized "Don't."

# #

Texas Extension Courses: Further details have been announced of the extension courses in drycleaning to be given by the Extension Division of the University of Texas. Classes will be held in selected drycleaning plants in different cities, each course comprising 10 evening classes of 2½ hours each. The cost will be $3.50 per student, with the balance paid by the University.

The University is preparing catalogs as well as manuals of instruction, work sheets and swatches of materials for use in the classes. Instruction will be handled by Miss Bethel Fox, who has had several years of drycleaning experience in plant, management, research and public relations work.

The courses are being supported by local associations, including the South Texas Cleaners & Dyers Association, the San Antonio Dry Cleaners Association and the San Antonio Laundry Association.

# #

As Others See Us: The May and June issues of *Teinture et Nettoyage*, the French drycleaning trade journal, continue the interesting comments of J. Lajoie, who recently visited this country with an industry mission. His analysis of American prosperity is based principally on four factors: natural resources and their development through such means as power dams and irrigation; the fact that we have not had a war on our own land since 1865; a national willingness to work and desire to produce among all economic classes; simplification and standardization.

M. Lajoie's analysis of our drycleaning industry, which he studied with the visiting group in plants of different size and in various parts of the country, may give the American practitioners some cause for pats on the back. He emphasizes a progressive mental attitude—among plantowners, employees and even customers—which he feels is even more important than technical advances.

Among the aspects of American drycleaning stressed are the general use of filtration and distillation; efficient machinery layout; a much greater emphasis on fire prevention than is apparently found in France; introduction of moisture into solvent; standardization in spotting and the general use of the steam gun; well equipped wetcleaning departments; well equipped and arranged finishing departments, with special emphasis on unit finishing, and a somewhat amazed contemplation of our finishing production rates.

The writer concludes with a recommendation that the French association consider development along the lines of the research and trade-relations activities of the NICD.

Cleaner's Clinic

BY "DOC" FILTROL

℞

ODORS

There are two types of odors which may be present in improperly cleaned garments. The first, solvent odor, may be eliminated through proper tumbling techniques and is usually no problem. The second, rancid odor, is a more difficult problem since it oftentimes develops after the garments have been returned to the customer.

Rancid Odors: It is difficult to pinpoint the conditions which cause rancid odors to develop. In the past their development was attributed to high acid number. However, there have been so many cases of extreme odor in solvents of low acid number that this theory must be discarded. Yet in these instances non-volatile residue is usually found to be above our limit of 0.6 gm/100 ml. Therefore, it is best to control both solvent acid number and non-volatile content and maintain them within the desired limits.

Testing for Odor: In some of its publications the NICD describes an odor test which is of value in predicting the point when rancid odors develop. This test is made by immersing a piece of clean desized cotton sheeting in the solvent and allowing it to drip dry. After it is dry, the cloth is steamed with moist steam and sniffed by several observers. If a disagreeable odor is present, the solvent is in a condition where it is causing odors to develop or is approaching that condition.

An extra treatment with DC Filtrol is usually adequate to correct the odorous condition. To prevent such a condition from developing use DC Filtrol as a precoat and on each load. DC Filtrol adsorbent filter powder, when used according to instructions, continuously and

effectively removes non-volatiles, chief cause of odors. In addition, high flow rates are maintained and the filter system operates at highest efficiency and economy. Ask your distributor today for the "all-round" dry-cleaning filter powder—DC Filtrol.

Doc

Filtrol* CORPORATION
727 West Seventh Street, Los Angeles 17, California
Plants: Vernon, California; Salt Lake City, Utah; Jackson, Mississippi

*T.M. Reg. U.S. Pat. Off.

"O" what a SPOTTER!

- OIL
- GREASE
- INDELIBLE INK
- TAR
- SAFE ON ALL FABRICS

Fast! Safe! Versatile! Colors and fabrics spring back to life with "O" Spotter. This universal, all-purpose, pre-spotter contains no chemicals to foul or clog your dry cleaning system, and leaves no odor. Try it in gallons or drums on our money-back guarantee.

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When writing to advertisers please mention The NATIONAL CLEANER & DYER

S-T-R-E-T-C-H YOUR "PERC" SUPPLY...
E-X-P-A-N-D YOUR PLANT OUTPUT

with

The WORKHORSE
of the Solvent Reclaimers

HOYT SOLVO-MISER saves your expensive cleaning machine for its most productive work — washing and extracting alone . . . doubles and even triples plant output. It saves your valuable "Perc". No wonder it is the big money-maker for the cost-minded drycleaning plant!

Most Solvo-Miser owners report the solvent saved in a year's time *alone* pays for the machine. Savings like this are too important to be overlooked. You owe it to yourself to get full details on what the Solvo-Miser can do on open and closed type cleaning machines. ***Don't wait . . . mail coupon today!***

Don't take our word for the Solvo-Miser. Here's what users say about it:

TROY, N. Y.

"We are now running 120 pounds of clothing an hour. Before we bought the reclaimer it took . . . fifty-five minutes to do just 50 pounds of cleaning".

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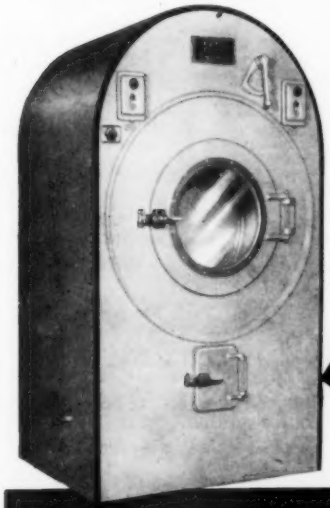
"With the installation of the Solvo-Miser, we have cut our purchases of Perc in half; our extracting time down 3 minutes per load . . ."

WASHINGTON, D. C.

"We have cleaned as much as 10,000 lbs. of clothing with one barrel of Perchlorethylene using your Solvo-Miser".



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MODEL A (20 lbs. D.W. Cap.) will pass thru 34" doorway	**$1095.00**
MODEL B (30 lbs. D.W. Cap.)	**$1195.00**
MODEL C (40 lbs. D.W. Cap.)	**$1295.00**

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HOYT LARGEST MANUFACTURER OF DRYERS EXCLUSIVELY

HOYT MANUFACTURING CORPORATION
998 Jefferson Street
Fall River 1, Mass.

Please send me complete information on Hoyt Solvo-Misers, as well as reports from users and name of nearest distributor.

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PREFABRICATED BUILDING makes neat, attractive front for drive-in store of French Unique Cleaners in Alexandria, Louisiana

Sideline Helps Store Pay Off

Overweaving keeps counter girls busy and covers payroll of small drive-in

TWO PROBLEMS confronted Earl Rush, owner of French Unique Cleaners of Alexandria, Louisiana, when he decided to open a branch store in a residential section. Both problems—finding a building and then making it pay—were solved in a somewhat unusual manner.

While no building was available in the desired area, Mr. Rush was able to get a favorable lease on a corner location. He paved the corner for a two-lane drive-through and put up a prefabricated metal building with a 24-foot front and 12-foot depth. On the rear he had constructed a corrugated sheet-metal quonset extending back 15 feet and allowing a floor width of 22 feet.

Paving, prefabricated building, quonset, neon signs and interior fixtures came to a $5,000 total. Under the contract all of the property can be moved off if Mr. Rush gives up his lease.

The store is open from 7 A.M. to 6 P.M. six days a week, staffed by two full-time girls and a porter who also acts as carhop. French Unique emphasizes speed in curb service. According to Mr. Rush, the faster the service the better the customers like it, even if they're not in a hurry.

The carhop is instructed to reach the car before the wheels stop turning. To speed service in rush hours, he hands incoming bundles to one girl at the door, who receives outgoing orders from the second girl, working between the counter and storage room.

To furnish work for the two girls during the quiet part of the day, they were taught overweaving. This process is not the same as invisible reweaving, but it is almost invisible except on gabardines and other hard-finish fabrics and the customers appreciate the difference in price. Training, too, is easier, requiring from two to three months, according to Mr. Rush.

It takes about 30 minutes to complete the average overweaving job of less than a square inch. The two girls average 70 overweaving jobs per week in summer, about double that number in winter. Charges are $1.50 per square inch or fraction.

OVERWEAVING TO FILL IDLE HOURS is done on padded blocks. Garment section is pinned to block, fabric patch stitched over area to be repaired. Girls use double needles, weaving edges of patch into garment

RUSH-HOUR BUSINESS keeps the two girls busy listing orders

Mr. Rush has found that receipts from the overweaving just about take care of the payroll at the store. The sideline is continually growing and he expects soon to have a large enough volume of overweaving to cover both payroll and lease. # #

WARNING!

Don't Accept Substitutes
There's Only ONE

TWIST-EMS Hanger Tie

T. M. Reg.

The Original

Clean Clothes Last Longer... Clean Clothes Last Longer... Clean Clothes Last Longer

Now Identified to Protect YOU— The Hanger Tie with This Sales Message Printed Right on the Tape

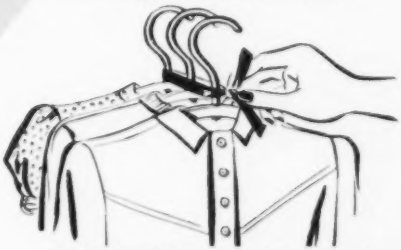
Laminated with Colorless Stainproof Glue — Attractively Packed in Convenient Units

Just a glance at the distinctive colored TWIST-EMS Hanger Tie group orders identifies complete customer order for driver. No more "partial" deliveries or costly time consuming mix-ups on customer group orders.

TWIST-EMS Hanger Ties save time and are easier to use than cord or other methods of tying, and their attractive and colorful appearance will please your customers, too!

With a Twist-of-the-Wrist TWIST-EMS Hanger Ties Make a Secure Unit of Multiple Customer Orders

Ask your supplier about the time and money saving TWIST-EMS Hanger Tie or write for Free Samples and new Low Prices. Be sure to include NAME and ADDRESS of your Supply House.



TWIST-EMS Hanger Ties Eliminate "Partial-Order" Deliveries and Driver "Mix-ups"

MANUFACTURED BY GERMAIN'S SINCE 1871 TWIST-EMS DIVISION

Germain's Inc. TWIST-EMS Div.,
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Please send TWIST-EMS samples—

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My Supply House is _____

Mail Coupon for
Free Sample & New Low Prices

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LEGAL DECISIONS

by A. L. H. STREET

Strikers' Liability for Violence

Personal or property injury was caused by rocks thrown by one or more members of a group of strikers trying to prevent nonstrikers from entering their employer's plant. In prosecuting one of the strikers on a charge of malicious mischief or assault and battery, must the state prove that he threw the rocks that caused the damage?

No, according to a decision of the Georgia Court of Appeals. (State v. Gill, 69 S. E. 2d 804.) Anyone who joins a group engaged in illegal activity legally becomes a participant in those activities.

Competition Between Co-tenants

Where a building owner leased a store to a hat-cleaning and shoe-shining business, and agreed not to rent other space for the same line of business in the building, could the lessee prevent renting of other space for cleaning, pressing and repairing hats and clothing?

No, said the New York Supreme Court, Queens County. (Malinaro v. Mintz, 70 N. Y. Supp. 2d 518.)

The court said that the two lines of business were distinct, despite overlapping of the finishing, cleaning and repair of hats.

Owner as Worker

If a cleaning plant owner signs an agreement with a union to comply with its rules covering operation of a union shop, can the employees lawfully strike because he violates a rule which prevents the owner from working with his own men?

Yes, according to a recent decision by the Massachusetts Supreme Judicial in the case of Thorn v. Foy, 103 N. E. 2d 416. (The case arose in the painting industry, but it is clear that the court would have reached the same conclusion had a cleaning establishment been involved.)

The court said that, even if it be conceded that such a strike would be illegal in the absence of an agreement by the employer not to work—a point which the court did not decide—"there is no reason why a contract by an employer with a labor union that he would not work with his own hands should not be sustained."

The Massachusetts court referred to a decision of the U. S. Supreme Court in 1936, still remaining in force. In that case a small tile-laying contractor employing two nonunion helpers unsuccessfully tried to enjoin a union from picketing to prevent his working on jobs with his own hands. (Senn v. Tile Layers Protective Union, 301 U. S. 468.) The decision was reached on a five-to-four vote, but the fact that the four dissenting justices, all conservatives, are all dead makes it improbable that the conclusions would be reversed if the court, as presently constituted, were to pass upon the questions.

The decision involved a Wisconsin case and was somewhat influenced by a previous determination by the state supreme court that Wisconsin law permitted unions to endeavor to induce an employer, when unionizing his shop, to agree to refrain from working himself.

On the basis of these two decisions, many courts in other states might reach the same conclusions where the employer has directly or indirectly agreed not to labor himself. But the Massachusetts court leaves open in that state the question whether an employer who has *not* so agreed can enjoin picketing of his establishment. It therefore offers ground for assuming that courts in some, if not many, other states might decide that, in the absence of agreement not to labor, a self-employed cleaner is entitled to an injunction against picketing for that cause.

INVITATION TO THE READER

In this department of THE NATIONAL CLEANER & DYER Mr. Street, an attorney and author of a book on law for drycleaners and laundryowners, reviews current court decisions affecting drycleaners and dyers.

Readers are invited to submit for the author's discussion legal problems of general interest to the industry. You must rely on your own attorney for specific advice as to your rights and liabilities in a given case. But Mr. Street can help you and your attorney, by citing what the courts have generally decided in similar cases.

Misuse of Leased Business

A Louisiana cleaner leased his business to a competitor for a year with an option for the latter to buy or re-lease for another year. Did the lessor have a good damage claim when the lessee diverted most of the clientele to his other business?

Yes, ruled the Louisiana Supreme Court. (Rials v. Davis, 212 La. 161, 31 So. 2d 726.)

The court noted that the lessee was bound to use good faith in operating the leased business so that it could be returned to the lessor at the end of the lease term as a going concern. He had no right to use the lease as a means of diverting patronage to his other establishment.

Tax Deductions for Care of Uniforms

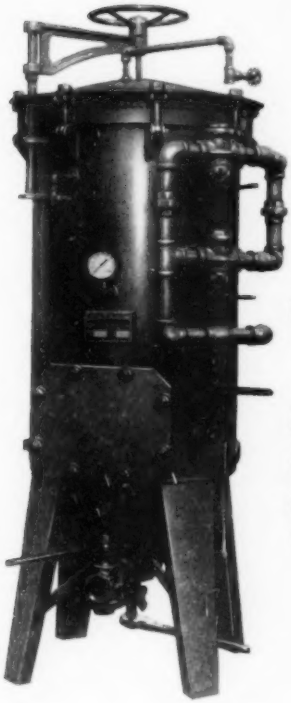
Where an employee is required to wear a uniform on the job, can he deduct the cost of cleaning and pressing in making his income tax return, especially where the uniform is not commonly worn off duty?

Yes, ruled the U. S. Circuit Court of Appeals, Ninth Circuit, in the case of Commissioner of Internal Revenue v. Benson, 146 Fed. 2d 191. The court dealt specifically with uniforms required to be worn by traffic officers of the California Highway Patrol. Deduction was declared to be allowable as an expense necessarily paid by a patrolman to enable him to earn his salary.

In another case, Clark v. Commissioner of Internal Revenue, 158 Fed. 2d 851, the U. S. Circuit Court of Appeals, Sixth Circuit, decided that workers in a manufacturing plant were entitled to deduct the cost of cleaning work clothes necessitated by the nature of their work.

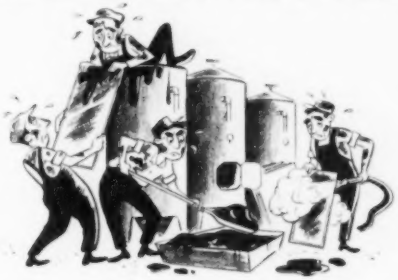
A lower court (U. S. District Court, Northern District of Texas) decided, however, that while a woman worker in an aviation plant was entitled to deduct the cost of a coat and slacks worn on the job she was not entitled to deduct the cost of laundering them. (Morgan v. United States, 80 Fed. Supp. 537.) On the other hand, the U. S. Tax Court has allowed the cost of laundering nurses' bedside uniforms. (2 Tax Court Reports 458,484.)

OLSON "2-LEVER" ACTION CLEANS FILTERS up to 60 TIMES FASTER!



ELIMINATES WASTED HOURS OF DIRTY, MESSY WORK

Does the job automatically in minutes and without mess . . .



You're the judge! Can you *afford* to continue to make your employees clean filters the dirty, messy, time-and-money-wasting OLD WAY . . . the way that takes up to 60 times longer? OLSON Tubular Screen filters . . . and *only* OLSON . . . have "2-lever" action, which means you can *stand by and watch* as the filter screens are cleaned automatically . . . without scraping, without mess. Send for your free folder, which not only shows HOW Olson filters work, but WHY they work better than any others.

NO shutting down
NO changing bags
NO dismantling
NO shoveling
NO scraping
NO wasted motions

OLSON
FILTRATION ENGINEERS
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Mr. George Olson
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Please send me your FREE FOLDER on the New OLSON filter. I understand there is no obligation.

Plant Name _____

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By _____

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ATTRACTIVE FRONT and ample parking space helped raise cash-and-carry ratio. Note angled entrance, adjustable bar-type stools at counter. Shrubbery bed extends around side of plant

From 10 to 95% Cash-and-Carry

Change in ratio largely credited to plant with good drive-in location and facilities

A CHANGE IN VOLUME RATIO from 90 percent route to 95 percent cash-and-carry was started far away in Cairo, Egypt, where long-time drycleaner Troy Womack was stationed during World War II. He had a lot of spare time and spent it designing the plant he would like to build when and if he got back home to Texarkana, Texas. He did get back, and in 1946 he and his mother, Mrs. T. O. Womack, completed the new plant of Modern Cleaners.

The concrete-block, fireproof building is 37 by 70 feet, with a separate room at the rear for the boiler and a 17-by-30-foot addition at the side for the storage vault. The vault addition was one of two mistakes, Mr. Womack says, in his plans. If he's called up again (he's in the reserves) he'll spend his spare time planning to change the vault so the bank-type door can open off the store in full view of the customers. The other change would be a better arrangement for storage of supplies.

PERSONAL INSPECTION of every garment by Troy Womack and his mother. Explanatory note goes with any garment not "ready to put on"

In planning the new plant, the location was an important factor. It's on the right-hand side of a main highway leading from the largest residential section to downtown Texarkana. The front sets back 30 feet from the street, with a paved lot which will handle five to seven cars at a time.

In addition to the parking facilities, the store itself is designed to draw cash-and-carry trade. The 14-foot plate-glass front slants in to a door bordered by glass-brick panels. The glass brick is repeated in a large square window at the other side of the front. At night rainbow-colored neon tubes are used behind the door panels and window, and a neon on-and-off design focuses attention on the door and lighted store.

The plant itself was designed to allow for expanded volume, with wool and silk finishing departments and the spotting department set up to accommodate either one or two operators.

The new plant, according to Mr. Womack, accounted for a great part of the change from 90 percent route volume to 95 percent cash-and-carry. In addition to the attractive front and ample parking space, in contrast to poor parking at downtown plants, the location was a natural for home-to-town drive-in business.

Gradually Modern began discontinuing its routes and using direct mail, newspaper ads and radio to tell about its drive-in advantages. Then when customers came into the store, they were treated so politely and got such good service, Mr. Womack said, that they began to feel they'd been missing something by not coming in before.

Even with the drive-in business well established, Modern Cleaners is still using the radio and newspaper daily to pound home the advantages of cash-and-carry. # #

Regardless of the washing equipment you use, you need Calgon to make this equipment work most effectively and efficiently.

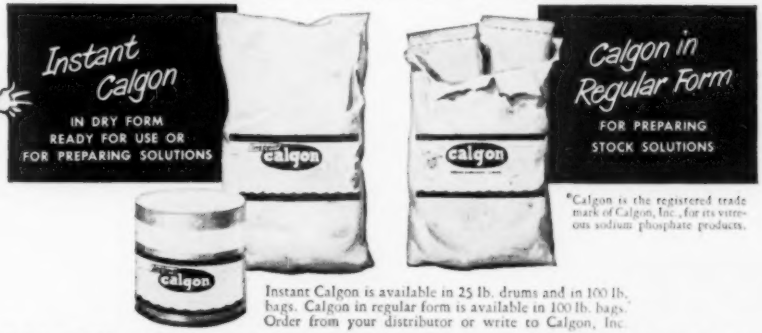
The hardness forming minerals you add when soiled fabrics are put in the wash water, together with the hardness forming minerals that may be present in the water, combine with soap to form soap film. Soap film retards the action of the washing supplies and prevents the equipment from doing its job in the allotted time.

Calgon prevents soap film from forming and removes soap film already present from previous washings.

You do top-quality work when you use Calgon.

*Use Calgon** IN THE FORM THAT'S BEST SUITED TO YOUR NEEDS!

for quality laundering . . . wet cleaning . . . rug and upholstery shampooing!



*Calgon is the registered trade mark of Calgon, Inc., for its vitreous sodium phosphate products.

Instant Calgon is available in 25 lb. drums and in 100 lb. bags. Calgon in regular form is available in 100 lb. bags. Order from your distributor or write to Calgon, Inc.

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(His business paper . . . of course)*

To shoot par in business these days, you've got to follow through on your business reading. There's no other way to get facts fast . . . keep a sensitive finger on trends . . . know what's new and what's coming. That's why the **Best Informed Men in your Field** really read their business paper—cover to cover.

It's a fact. Without your business paper, you're playing a tougher course, the going made rough by rugged competition, changing regulations, new products and materials that seem to sprout up overnight! But with this business paper of yours, you have a clear perspective on your whole field . . . editors scouting for ideas and information, sifting facts and interpreting them . . . advertisers reporting new products and techniques. There's no other place where you can get so much help for so little. Make it a rule to read every issue—thoroughly. It will keep *you* one of the **Best Informed Men in your Field.**

The business paper in your hand has a plus for you, because it's a member of the Associated Business Publications. This means it is a *paid*-circulation paper which must *earn* its readership by the quality of its editing. It is one of a leadership group of business papers that work together . . . in editorial conferences and many a study and service project . . . to add new values, new usefulness, new ways to make the time you give to your business paper still more *profitable* time.

THE NATIONAL CLEANER & DYER*

One of a series of advertisements prepared by THE ASSOCIATED BUSINESS PUBLICATIONS

When writing to advertisers please mention The NATIONAL CLEANER & DYER

WHY DON'T YOU EARN THESE RUG CLEANING PROFITS

$2.50 and More Profit Cleaning Each 9x12 Rug

THERE'S BIG MONEY in rug cleaning . . . and YOU are in a good position to earn it. Your customers have rugs that need cleaning at least once a year. They know you for quality workmanship . . . and will readily give you their rugs to clean.

A Bright Future

Business from your present customers is only a beginning. Aggressive advertising will bring you plenty of new business . . . not only from homes, but also from stores, theaters, hotels, apartment buildings, lodge halls, churches, etc. HILD helps you advertise at small cost . . . by furnishing newspaper ads, radio announcements, postcards, circulars and many other Sales and Advertising Aids. Many cleaners have told us that rug cleaning quickly became *the most profitable part of their business.*

Easy to Get Started

All the HILD Equipment you need to get started can be bought with a down payment as low as $350. HILD Equipment is used by leading rug cleaners all over the country. Don't delay! Mail the coupon today for complete information on this big-volume, money-making business.

$500

IN CASH PRIZES!

Your old floor, rug or carpet machine may win in HILD's 25th Anniversary "Oldest Floor Machine Contest." Send for entry blank.

1927-1952 HILD System MAINTENANCE EQUIPMENT & SUPPLIES OUR 25TH YEAR

Mail TODAY for FREE CIRCULAR

HILD FLOOR MACHINE COMPANY,
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☐ Send free circular "RUG CLEANING . . . the Business with a Future."

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Address .....

City ..... State NC-8

When writing to advertisers please mention The NATIONAL CLEANER & DYER

NO SHINE or pocket impressions with this method of finishing trousers. Proprietor E. R. Jones demonstrates use of hand pad to rub out wrinkles

Special Finish Sells Premium Service

Generous hand finishing and word-of-mouth promotion help triple higher-price volume

A SUCCESSFUL SPECIAL SERVICE was one of the outcomes of the NICD course taken by E. R. Jones of Meridian, Mississippi. When he got back to Jones Cleaners, he also installed a new coat steamer and trousers press, and was ready to set up the higher-priced service.

On special-service work, the top lining of men's coats is hand-finished but not the lower lining. All women's silks are completely hand-finished, and all coats are finished on the steam-air form.

Men's trousers are finished without pocket impressions or shine by using a regular trousers finisher without bringing the head down. The waistband is slipped forward and the pockets are pulled back. To avoid impressions, the garment is steamed where the pockets ordinarily would be. The operator then uses a hand pad to rub out any wrinkles. This method of topping trousers requires approximately 25 percent more time but gives considerable weight to the special-finish job.

On finishing trousers for either the special service or the regular, Mr. Jones uses a puff head. This work can be done by a relatively inexperienced operator, which cuts down some of the labor cost.

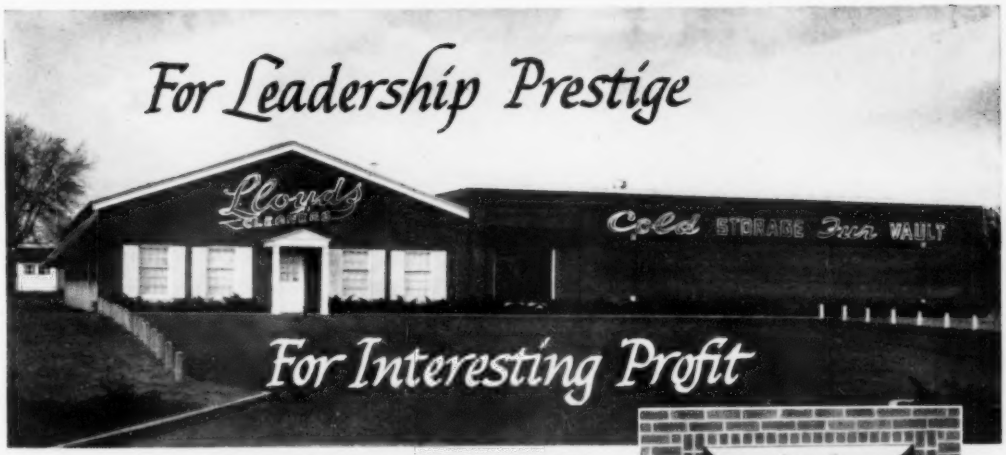
On all whites, where the fabric will stand it, a bleach is used. Mr. Jones says that this one feature alone has caused a lot of customer comment and brought a strong volume to the plant.

Mr. Jones has done a great deal of experimenting with his special service, which has tripled in volume since its introduction, and with its promotion. Among his conclusions is the thought that the charge must be sufficiently higher so that the customer automatically considers the difference in cost. He has found that it is advisable to have the customer give some thought to her cleaning order and select her better things for the special service, weighing the cost and value of the garment against the higher charge.

The firm's price for the special service is double the regular charge. This price is based on the fact that a customer with a $150 suit or $100 dress actually *wants* to pay more money to have it cleaned and pressed.

Mr. Jones has also found that the special service gets more word-of-mouth advertising than does the regular service. People apparently like to tell their friends and neighbors that they had such and such specially cleaned because at the same time they are implying, "My dress is such a good one that it needs to be specially handled."

Both services get the same attention at the repair department. However, the special work is given an extra close inspection. A tag placed on the hanger states, "A great deal of hand finishing has gone into the preparation of this garment for your wear and your pleasure." # #



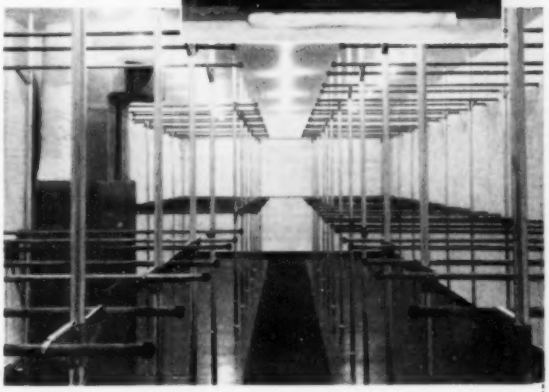
LLOYD'S OF SPRINGFIELD, ILLINOIS HAVE PREPARED FOR THE NEW TREND IN LIVING CUSTOM.

You have likely studied the profit potentials from Fur and Garment Storage Operations. They are attractive . . . and should continue to be so because the modern pattern of living includes the sending of furs, winter garments, blankets and draperies, out of the homes and into commercial storage vaults.

Now that materials are available for commercial construction, interest in this lucrative service operation is revived. Now is the logical time to prepare for next year's storage. May we help you?

As you probably know, the planning and construction of fur and garment storage vaults has been our specialized business for more than twenty years. We have gained much information as to what is adequate for safe, satisfactory functioning at minimum cost. There are so many variables such as contemplated size and location of your vault that general recommendations are not practical. We are organized to make specific recommendations for construction and suggestions for vault equipment. Use this advisory service of ours without feeling the least obligated.

We'll help you all the way . . . from preliminary planning to successful operation. **Write today!**



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Minneapolis 8, Minnesota

WALTER HAERTEL COMPANY
2840 4th Ave. S., Minneapolis 8, Minnesota

We contemplate the construction of a vault approximately _____ ft. by _____ ft. by _____ ft. high. Send us suggestions for specifications ☐ new building; ☐ space within existing building which is ☐ frame, ☐ masonry. Vault to be in basement ☐, ground floor ☐, loft space ☐. Suggest arrangements of racks and vault conditioning equipment.

Firm name _____

By _____

Street _____ City _____ Zone _____ State _____

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SQUARE STONE FRONT is factory-type for dye house; store is inviting to customers of Salt Lake City plant. Electric neon clock over entrance is actually large but dwarfed by huge sign

FRIENDLY ATMOSPHERE is given to store by wood paneling, wallpaper

ELECTRIC EYE inside main entrance rings bell in marking department

Building Front Fits Operations

Architecture designed to express both functions of cleaning plant-dye house

FRIENDLINESS WITH DIGNITY was the goal George Scheller set his architects for the new front of his remodeled Salt Lake Cleaning and Dyeing plant at Salt Lake City, Utah. A friendly welcome for the drycleaning customers, dignity to represent the old-established dye house.

The completed front, faced in Perma stone, fills the order successfully. On either side of the double-doored entrance is a section of ribbed, dull-finish aluminum, next a plate-glass window, 4 by 6 feet, then a larger section of aluminum and a glass-block section. There are also glass-block sections on both sides of the plant.

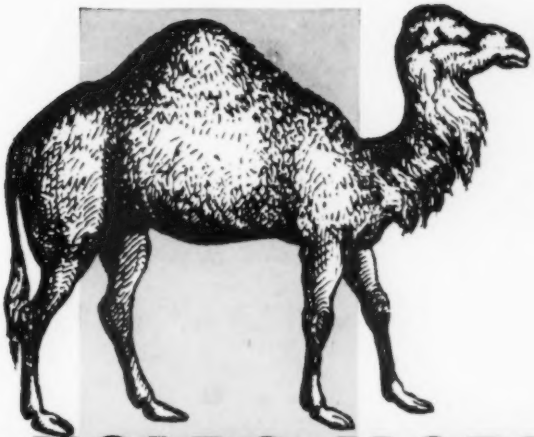
In the store, a note of informality is given by flowered paper on the partition behind the counter. Wall panels and counter front are butternut-finished oak, with a mahogany-red inlaid tile floor and accoustical tile ceiling. There is a large square mirror at each end of the store. Doors at the left lead to the office and finishing room, one at the right to the storage room.

In the partition between the store and the finishing room is a five-foot opening on a line with the center of the counter. Thirty inches behind this partition is a second partition, extending 40 inches on each side of the opening, which forms a front for the marking desk.

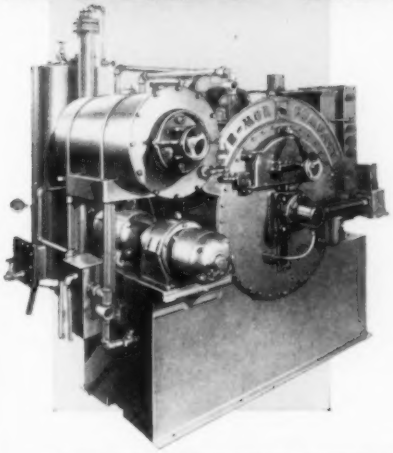
In the center of the second partition is a 36-by-24-inch transparent-mirror window. A girl at the marking desk behind this mirror can see through it into the store. A bell operated by an electric eye rings at the marking desk whenever the store door opens. If the marker, who doubles at the counter and at assembly, is away from the mirror it is only three steps from the alteration department to the window. One of the alteration girls can see the window and go to the counter.

SEE-THROUGH MIRROR in partition enables marker to look after counter. Owner George Scheller is standing on store side of mirror

Mr. Scheller says that by putting in the transparent mirror, moving the marking department directly behind the store and training the alteration girls to fill in at the counter, it is now possible to handle a larger number of counter transactions with one employee less. # #



AYR-MOR HOLDS MORE



THE NEW AYR-MOR COMPACT

—Handles up to 45 pounds of soiled clothing—washes, extracts and airs —in one operation—in 25 or 30 minutes.

—Filter has 2000 gallon capacity—makes possible faster, cleaner cleaning.

—Greater recirculation and faster deodorization

Send for Free descriptive folder telling all the ways Ayr-Mor DOES MORE *for You!*

MORE PRODUCTION • MORE SAVING • MORE PROFIT!

Ayr-Mor's Greater Capacity—and automatic operation—cut your operating costs and thus increase your net profit. The new Ayr-Mor Compact handles more clothes in less time and with less labor. In addition, Ayr-Mor reclaims more—gets back a higher percentage of solvent—another big saving for you. Ayr-Mor's sturdy construction—the result of 20 years' experience—means additional savings; saving of maintenance cost; saving in machinery depreciation.

Ayr-Mor

MACHINERY COMPANY

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Like Akron, Ohio and the Soap Box Derby

STOD-SOL *and STOD-SOL Test Bundle Service* GO TOGETHER

When even "soap box" racers are being improved constantly, drycleaning plants should use every means of improving the quality of their workmanship. Stod-Sol and its accompanying "Test Bundle" Service can give you all the help you need on that score. Ask your Stod-Sol distributor for details of this outstanding product-and-service combination, used daily by quality-conscious drycleaners in every state and Canada.

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PRODUCERS REFINERS

Anderson-Prichard *Oil Corporation*

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New-Principle Pantex Press

A new type of drycleaning press, based upon hydraulic principles of operation, will be ready for delivery very soon by Pantex Manufacturing Corporation, according to Robert S. Swain, executive vice president of the company.

The new press is an outgrowth of the experience and research work of the company's Hydraulic Division, which manufactures ultra high-pressure precision products for industrial and aviation use. More than a dozen leading aircraft companies are now using Pantex hydraulic products.

"The new Pantex drycleaning press has been under development for several years and actual field tests in commercial use were started nearly 18 months ago," Mr. Swain states. "These tests of the press in use under the most practical operating conditions were a complete success. We are confident that the new press will be enthusiastically received by the laundry and drycleaning industry."

New Call-Office Reel

One counter clerk can do the work of two with V & W Equipment Company's new Call-Office Reel, according to the company's Charles E. Waits, Jr.

The new reel is 5 feet wide, 68 inches tall. With one of these reels adjacent to the counter, the clerk need not search through garments as with the pipe system of hanging, Mr. Waits states. The reel is at her elbow at all times and turns easily, saving customers' time and enabling them to see the clerk looking for their garments.

According to Mr. Waits, the V & W Call-Office Reel has a strong, sturdy frame, and will not tip or turn over. Two reels will accommodate a small call office, three or more reels will take care of larger call offices.

For complete information and a catalog of the company's other products write V & W Equipment Company, 664 W. Peachtree St., Atlanta, Ga.

New Pedal Pad

The Newhouse Company, Glendale, Cal., has been appointed national distributor for the Sparks Safety Pedal Pad. This molded rubber pad slips easily over the metal foot pedal of any pressing machine, and protects the presser's legs against old metal that has been worn rough and sharp by usage. According to E. J. Newhouse, employee injury from this cause has been greatly reduced where the pad is installed.

Mr. Newhouse also reports that the Sparks Safety Pedal Pad increases efficiency and production and reduces fatigue because the operator's foot presses down on soft rubber instead of hard metal.

New Extractor Covers

A new line of extractor covers bound in horsehide for maximum wear has been introduced by Quality Products Company, 5760 W. Grand Ave., Chicago, Ill. The new "Qualitex" covers are made of two layers of heavy duck, sewed together with a spiral stitch to prevent buckling and friction, and horsehide-reinforced on all exposed edges. The covers are available in four styles and in standard sizes. Complete details may be obtained by writing the manufacturer.

New Synthetic Detergent

The addition of a new synthetic detergent, Arctic Syntex HD, to its line of industrial products has been announced by Colgate-Palmolive-Peet Company. It is a heavy-duty detergent which the manufacturer recommends for laundering blankets, spreads, and fine fabrics as well as white flatwork. It is also recommended for rug and furniture cleaning, and for such maintenance purposes as cleaning floors, tile, linoleum, painted surfaces, walls, woodwork, windows and mirrors.

Arctic Syntex HD is said to be stable in hard water, an excellent foamer and mild in action. It is available packed 100 pounds in a fiber drum.

A folder and booklet describing the properties and uses of the new product may be obtained by writing to the Industrial Department of Colgate-Palmolive-Peet Company, 105 Hudson St., Jersey City 2, N. J.

New Lightweight Vacuum

A new model in lightweight industrial vacuum cleaners for small and intermediate cleaning operations has been announced by Multi-Clean Products, Inc. The important new feature of the model, known as the MCV-205B, is a redesigned tank with a full 5-gallon capacity.

The machine has the wet or dry pickup ability of the previous model, the manufacturer states, and is easily moved about simply by pulling on the hose. It weighs only 36 lbs. and can be carried by the handle on top. A ⅝ hp., 115-V universal AC or DC motor powers the machine, which moves air at the rate of 108 cu. ft. per minute, and has a water lift of 52 inches.

Standard equipment includes: 8-foot-by-1¼-inch flexible vac hose, 2-piece curved wand, fabric-type filter, 12-inch floating brush floor tool for rugs and carpets, 9-inch brush tool for bare floors, 5-inch upholstery tool and a flat fiber nozzle. Included in the wet pickup kit as extra equipment and shown here at the left of the unit are a glass wool filter, complete, two filter refill discs and a 9-inch squeegee tool.

For more complete information, write Multi-Clean Products, Inc., 2277 Ford Parkway, St. Paul 1, Minn.

New Stapling Unit

A specially designed stapling machine developed by Speed Products Company, Inc., Long Island City, N. Y., uses staples that, it is claimed, can be removed with a flick of the finger. The machine-and-staples combination will be made available nationally next fall, it was announced by Jack Linsky, corporation president.

Designed especially for tagging in the cleaning and laundry fields, the new products incorporate the company's Swingline patented open-channel loading. When the Swingline plier is swung open, it becomes a tacker for general duty.

The self-extracting staple (X-22) was developed by the engineering department of Swingline. To remove the staple and tag from a garment, the clerk or customer just snaps the staple at the nick on the crown. Tag and pin parts are then simply removed, it is stated.

Hoyt Announces Fast Drier

A new automatic drier, designed particularly for fast-service operations, has been announced by Hoyt Manufacturing Corporation, Fall River, Mass. The machine is said to be ex-

I'll stick to ARMA SAFETY PINS...

because they speed up our production and save us money. They're easy to handle yet the point is fully protected. That's because it's needle sharp and made out of high quality, rust-resistant wire. And the ARMA is larger than the standard #1 safety pin. It's one-piece design cuts down the cost per thousand. You'll stick to ARMA safety pins too, once you use them.

ARMA
SAFETY PINS
Pittsburgh TAG COMPANY
1112 GALVESTON AVENUE
PITTSBURGH 12, PA.

tremely fast, with average extraction drying 20 pounds in 15 to 18 minutes. It is compact yet can handle one to three large home-type washer loads. Automatic controls prevent scorching and stop the machine when the drying cycle is completed. A "Heat Miser" timer provides gradual cooling during the final drying period, if desired, thus effecting savings in fuel.

Featured in this new "Dryerette" is the "Lintronic Eye," a red light which flashes to warn the operator when the trap requires cleaning. For this, it is only necessary to pull out the small drawers in the front.

For operation without a paid attendant, the Dryerette can be equipped with a coin meter; also, an electrically operated gas pilot can be furnished. Heating can be by steam or gas. Further information may be obtained by writing to the manufacturer.

Paper-Doll Garment Bags

The Rassenfoss Bag Company, Glenview, Ill., has announced the "Paint-Pals" line of garment bags imprinted with paper dolls for children to paint and cut out. Suggested for occasional use even by drycleaners who have their own individual style of printed bag, the cut-out bags are said to receive a ready acceptance.

Trial Spotting Package

A 4-in-One Trial Package of four spot removers has been announced by Merson Products Co. The package includes 1 gallon each of: Spot Kleen for organic, soluble stains and pre-spotting; Midoform for touching-up stains; Wet-O-Dry for paint, grease, lipstick, etc., and No-Rinse for steam-gun and wet spotting.

The company is also offering with every order for a Merson Master Spotting Kit a free spotting chart with instructions for removing all kinds of spots, and a free "tool kit" containing 14 pour-top bottles, sponge, spatula, brushes, measuring glass, funnel and cheesecloth. This Master Kit consists of 1 gallon each of: Eradico, Wet-O-Dry, Spot Kleen, No-Rinse, Midoform, Safetee Stainoff; 1 pint each of General MPC Formula and Celo Inkoff; 1 lb. each of Origine and Albutex.

Complete literature and further information may be obtained by writing to Merson Products Co., 65 Essex St., Jersey City 2, N. J.

Stauffer CHEMICALS
SINCE 1885

CARBON TETRACHLORIDE
99.99% Pure

Also

ZOL
Specialty Carbon Tetrachloride Base Drycleaning Mixture

STAUFFER CHEMICAL COMPANY
420 Lexington Avenue . . . New York 17, N. Y.
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326 So. Main St. . . . . Akron 8, Ohio

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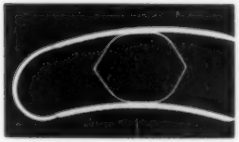
Newhouse Adds to Line



The Newhouse Co., Glendale, Cal., recently added a new type of sleeve former to its line of "All-in-One" products.

The new item, which combines both sleeve and shoulder former, is ideal for coat machines and steam-air finishing forms, according to Mr. Newhouse, because it saves the time of steaming and padding out shoulders.

Known as the 3-BX, the new form is 30 inches in length overall, is exceptionally light in weight and the strong spring prevents sagging, it is claimed.

Bulletin on Pensal W

The Laundry and Dry Cleaning Department of the Pennsylvania Salt Manufacturing Company has made available a new service bulletin, "How To Make Industrial Work Come Clean."

The bulletin explains the ways Pensal W works to remove heavy soils and grease, and gives directions for its use in a formula requiring no additional supplies.

A copy of the bulletin may be obtained by writing to Pennsalt Chemicals, Laundry and Dry Cleaning Department, 1000 Widener Building, Philadelphia 7, Pa.

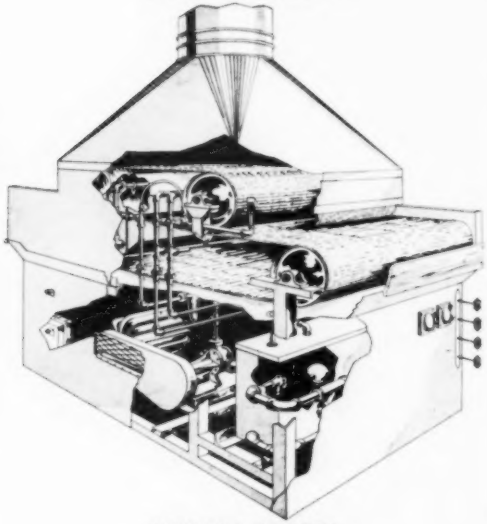
Gulf Oil Booklet

A new 24-page booklet on lubricants and solvents in the drycleaning and laundry industries has been prepared by the Gulf Oil Corporation. The booklet contains sections on the lubrication of drycleaning and laundry machinery, with detailed charts giving the method of application and the recommended lubricant for each piece of equipment.

Of special interest to drycleaners is a 4-page spotting chart, prepared by the Celanese Corporation of America, which defines spotting agents and lists the recommended and alternative agent for each type of stain.

The booklet also contains a chart showing the approximate load rating and water consumption of washers along with a

THE PENETRO



CLEANING PROCESS

Prespotting by Machine!!

Process Cuts Wetcleaning and Spotting by at least 50%.

Write for free booklet.

M. BLAU MANUFACTURING CO.

Box 269 ALTAMONTE SPRINGS, FLORIDA

If It's Quality— Then It's WESTERN!

These Features and Many More Are Outstanding

1. All Steel Cylinder with 36% open area.
2. Diametrically opposed cylinder doors.
3. Reversible interchangeable wedge-type cylinder door latches.
4. Anti-friction type self-aligning outboard bearing assures positive alignment.
5. UL Explosion Proof Motor.
6. Central Station "One Hand Inching" control.

The Western Model 500 is available in three sizes: 30 x 36, 30 x 48, and 36 x 54. All sizes are available in end header belt drive and belted motor drive.

Write Today For Free Circular

Dept NC-8
420 EAST 10TH ST.
NORTH KANSAS CITY, MO.

Western Laundry Machinery Co

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Solvink PROTECTS Fine Fabrics as it Removes Stains!

Says Jack Dinkoff, silk spotter at Magic Cleaners & Dyers, 3655 W. Irving Park Rd., Chicago, Ill. "By using Solvink on my sheer and fragile silks, I do no pounding with the spotting brush, and therefore lessen the chance of chaffing and damaging the fabric."

Like Mr. Dinkoff, you will find, too, that Solvink removes spots quickly and easily without harming the finest fabrics. It's the fastest, safest way to remove ink, rust, paint and blood stains. Safe on white and fast colors.

One set of two pints—$2.25 . . . Use them separately or together, full directions on each bottle.

For economy—Pints, Quarts and Gallons Available.

Order from your jobber today on this money back guarantee or write Dept. N-82 for free sample.

YOU NEED SOLVINK COMPANION PRODUCTS

TANSOL for Tannin Stains
GREENZYME—Digestant
IODAZE for Iodine Stains
SIZ-IN—Hat Size

GREENVILLE CHEMICAL COMPANY

Corner of E. Stone Ave. & Bennett St., Greenville, S. C.

The Famous Hanger Guard with the NON-SLIP Surface

IT'S EASY TO PUT ON SNA-PON:

50% easier to thread!
Just slide on and press down!

The best trouser guard for use with No. 12½ & No. 13 hangers. Non-slip surface decreases handling time. Snaps on any standard wire hanger . . . die-cut ends prevent pivoting. Just slide on and press down!

SNA-PON is approximately ½" round. Packed 2500 to carton, shipping weight 40 lbs. Carton size is 24" x 16½" x 15½".

PRODUCTION LIMITED – ORDERS FILLED AS RECEIVED

Contact Your Jobber

TILLERY CONTAINER CO.

6000 WILSON AVE. KANSAS CITY 3, MISSOURI

handy table showing the gallons of water in laundry washers for inches of gauge while the wheel is in motion.

Other sections deal with petroleum solvents for dry-cleaning, maintenance and lubrication of delivery truck fleets, and fuel oils for heat and steam.

A copy of the Gulf booklet may be obtained without obligation by writing to Gulf Oil Corporation – Gulf Refining Company, 719 Gulf Building, Pittsburgh 30, Pa.

Davies-Young Service Pin for John Young

The photograph above shows Russell H. Young (left), president of Davies-Young Soap Company, Dayton, Ohio, presenting a service pin in recognition of 15 years with the company to his brother, John R. Young, sales manager.

A production-line worker when he began with the company in 1937, John Young worked through all production departments and eventually moved to sales. His tenure with the company was interrupted for three years while he was in the armed forces. Returning to Davies-Young in 1946, he was promoted to the position of sales manager in 1950. He is a graduate of the National Institute of Cleaning and Dyeing.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Send garments for dyeing to

ALMORE
DYE HOUSE

4412-24 WENTWORTH AVE., CHICAGO 9, ILL.
Leon Teichner, *President*
Continuously in Business since 1919

THE DYEING NAME OF UNDYING FAME

Butler Appoints Edlund

HAROLD A. EDLUND

Harold A. Edlund has been appointed assistant to the general sales manager of Butler Manufacturing Company, it has been announced by Glen C. Speakman, vice president and general sales manager.

Mr. Edlund was formerly director of sales of the Arco Paint Company, Cleveland, Ohio. Previously he was Western sales manager for Ansco in Binghamton, N. Y., and vice president and sales manager for Cannon Mills, Inc., in New York. He is a graduate of the University of Pennsylvania.

Mr. Edlund will make his headquarters at the general offices of the company in Kansas City, Mo.

Nu-Pro Named Distributor

Nu-Pro Sales Corporation, St. Louis, Mo., has been appointed distributor for the complete line of drycleaning and laundry machines made by the Huebsch Manufacturing Company, Milwaukee, Wis.

The Butler Manufacturing Company, Kansas City, Mo., has appointed Nu-Pro the distributor for Butler presses.

New Pennsalt Division

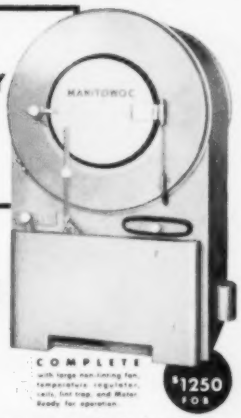
The Pennsylvania Salt Manufacturing Company, Philadelphia, Pa., has announced that it has organized an Investment Analysis Division and has named Edwin M. Ott manager. The new division has the responsibility of analyzing all economic factors and reporting on profit possibilities of projects which will require capital investment.

Formerly these responsibilities were carried out in the

DOUBLE
YOUR CAPACITY
INCREASE
YOUR PROFIT

with a

Manitowoc
RECOVERY
TUMBLER



Add extra capacity to your present synthetic dry cleaning plant by installing this modern, highly efficient solvent recovery tumbler. Handles a 35-45 lb. load — enables you to tumble at the same time you wash-extract, thereby doubling your capacity, if you are using a single cylinder closed unit. If you are operating without a tumbler a Manitowoc will pay for itself by solvent recovery within the first year.

Finest corrosion proof construction, with direct, silent drive; no chains, belts or guards. Has 36" x 30" drum, large air ducts, temperature regulator. Highly efficient solvent recovery.

Manitowoc
MANUFACTURING DIVISION of MANITOWOC EQUIPMENT CO.
PERCHLOR DRY CLEANING UNIT

When writing to advertisers please mention The NATIONAL CLEANER & DYER

BATH DIGESTING IS
SAFER — SURER — EASIER
with TAKAMINE
Rite-Temp
PAT. APP.
DIGESTER TANK
RADIANT-HEATED

THE ONLY DIGESTING TANK
with a LOW-WATT
HEATING ELEMENT!

- KEEPS TEMPERATURE RIGHT FOR DIGESTING
- CANNOT OVERHEAT AND DAMAGE GARMENTS

Controls Temperature without Thermostats!

TAKAMINE LABORATORY, INC.
CLIFTON, N. J.

Market Research Division, headed by George T. Collins, recently elected assistant to the president. Mr. Ott was assistant manager of the former division. A graduate of Drexel Institute of Technology as a chemical engineer, he joined Pennsalt in 1940 and from 1942-1946 served with the Army's Chemical Warfare Service.

Westvaco Promotions

Westvaco Chemical Division of Food Machinery & Chemical Corp., New York, has announced the appointment of P. F. Tinsley as director of district sales. Mr. Tinsley has been with Westvaco since 1939. He was formerly district sales manager of the South. From 1942 to 1946 he served in the Chemical Corps of the U. S. Army. In 1946 he was appointed district sales manager with headquarters in Cincinnati, and since 1949 he has been Eastern district sales manager with headquarters in New York City.

Mr. Tinsley will be replaced by W. O. Holleman as Eastern district sales manager. Mr. Holleman joined Westvaco in 1948 as New England representative. Since 1951 he has been assistant district manager.

Tull Joins Davies-Young

JOSEPH C. TULL

Joseph C. Tull has been appointed a sales-service technician for the Davies-Young Soap Company, Dayton, Ohio, it has been announced by John R. Young, sales manager.

Mr. Tull will be available for service information to approximately 1,800 drycleaning establishments in Missouri, Kansas, Colorado and Nebraska. He will also be the exclusive sales representative for all Davies-Young drycleaning products in that area.

HEADQUARTERS FOR SUPPLIES AND EQUIPMENT

GARMENT RACKS
SPECIAL...
PAINTED RECONDITIONED PIPE
$12.50

6 ft. long, 5½ ft. high with set of 3" rubber swivel casters.

RUBBER MATS
Size 21" x 21" $1.95
6 or more $1.75

HEAVY SPONGE & RUBBER MATS
Size 18" x 36" $4.95
6 or more $4.50

Check with order please

CLEANERS SALES & EQUIPMENT CORP.
201 Washington Street New York 7, N. Y.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Mr. Tull has had a wide range of experience in spotting, cleaning, finishing and maintenance. He was engaged in those activities in Kansas City, Mo., from 1928 to 1942, when he entered military service. After his discharge in 1945 he sold drycleaning equipment in the United States and Canada. From 1947 until the present he sold drycleaning supplies in the Chicago area.

New York Honors Kohnstamm

In recognition of 100 years of community service, the City of New York recently awarded to H. Kohnstamm & Co., Inc., a Certificate of Business Merit. The award was presented to Louis J. Woolf, president of Kohnstamm, at a luncheon at the Waldorf-Astoria on May 13.

In accepting the Certificate of Merit, Mr. Woolf expressed his appreciation for the recognition as well as for the cooperation the company had always received from city officials through several generations of management. H. Kohnstamm & Co., Inc., was established in 1851. Its early place of business was on the site of what is now the Municipal Building, and it has continued its New York establishment within a few blocks of the original location.

The luncheon was attended by a number of representatives of firms doing business in the City of New York for over 100 years. The meeting was presided over by Commissioner of Commerce Walter T. Shirley, with an address by Mayor Vincent R. Impellitteri.

Greenville Contest Winners

The Greenville Chemical Company, Greenville, S. C., has announced the winners in its contest for the best statement on "Why I Like Solvink." Winner of the first prize of $50 was Jack Dinkoff of Chicago. The second prize was won by H. J.

Here's Why Cleansertag Will Get Your Vote

CLEANSERTAG, the *original* fibrous marking material, is extra-strong wet or dry — engineered so that tags will stay firm despite your strongest solutions.

It takes pen or machine markings easily — holds them sharp and clean all through processing.

It *always* stays flat — never curls or twists to slow garment identification.

It's better than cloth . . . yes, and it *costs less!*

Better sales book and tag manufacturers across the nation use CLEANSERTAG. It will pay you to insist on it . . . always refuse substitutes.

WRITE TODAY FOR *FREE* SAMPLE!

HOLLINGSWORTH & VOSE COMPANY
EAST WALPOLE, MASSACHUSETTS

Please send me CLEANSERTAG samples today . . . *free.*

Name .....
Company .....
Street .....
City ..... *State* .....

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Dry Cleaners All Over The Country — Say

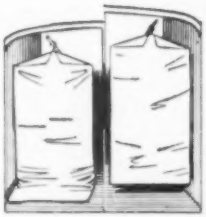
"Call Montpelier First
They can help you choose the right kind of delivery body—designed for YOUR needs"

MONTPELIER DELIVERY VEHICLES DESIGNED FOR THE DRY CLEANER

Montpelier Offers YOU

- **MORE DRIVER COMFORT**
  Curb height step. Comfortable seating. Better driver relation.
- **GREATER EFFICIENCY**
  More head room. Easier handling.
- **MORE FLEXIBILITY**
  Adaptable to any type of loading.
- **MORE PAY LOAD**
  Carries more. Earns more.
- **MORE ECONOMY**

GIVES YOU EXTRA HEIGHT FOR THOSE LONGER GARMENTS TO IMPROVE YOUR CUSTOMER'S SATISFACTION.



MONTPELIER SIDE-AISLE Models available in 4 sizes on chassis of ½ ton and larger.

MONTPELIER URBAN MODELS available in 3 sizes

Phone, Wire or Write Today for Full Information

Montpelier
MANUFACTURING CO.
MONTPELIER, OHIO
Engineered for Economy
SPECIALIZED DELIVERY VEHICLES

O'Hare, Dobbs Ferry, N. Y., and third prize went to W. A. Ashmore, Poinsett Cleaners, Greenville, S. C.

In announcing the winners J. J. Murray, president of the company, said the contest letters as a whole were excellent and that he was very gratified by the response to the promotion.

Kenston Appoints Simon

The Kenston Chemical & Supply Corp., Brooklyn, N. Y., has announced the addition to its sales division of Mortimer (Mort) Simon as technical sales engineer.

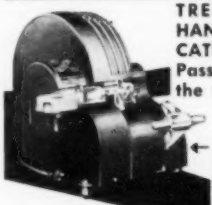
Mr. Simon has been connected with the cleaning industry for 14 years. A Bachelor of Chemical Engineering, he served during the war with the U. S. Navy as a naval architect. He is well known in the metropolitan New York area as a technical expert on solvent filtration, clarification and cleaning room procedures, and through Kenston Chemical & Supply Corp. his services will be available to all cleaners in this area.

Filtrol Foreign Agents Meet in California

Filtrol Corporation, through its export manager, Troy Monk, and other members of the organization, welcomed representatives from more than 20 countries to the second International Foreign Agents' meeting of Filtrol Corporation, held in mid-June in Los Angeles.

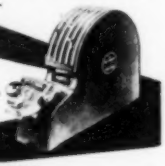
Stanard R. Funsten, manager of sales of Filtrol, stated that in 1951 Filtrol shipped thousands of tons of its products to 48 different foreign countries. He further stated that foreign sales are now contributing a great deal to raising living standards abroad.

TREMENDOUS SAVINGS in HANDLING COSTS of IDENTIFICATION and ASSEMBLY by One-Pass Marking and Stapling with the new



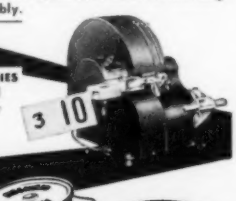
DUAL DUTY
TAG-O-LECTRIC
FOR DRYCLEANERS
Makes, marks and attaches tags as fast as operator can handle garments. Saves 8,000 handling motions on each 1,000 garments.

TAG-O-MATIC FOR DRYCLEANERS
Marks, cuts, ejects and stacks tags in split-second operations. Any numbers, letters or code.



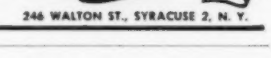
RIBBON-RITE
MARKING MACHINE
Prints thru a ribbon and is always ready. Ideal for marking shirts. Washout ribbon for marking at wet assembly.

LOT-SYSTEM
TAG-O-LECTRIC FOR LAUNDRIES
Fastest, simplest, most economical identification for shirts, bachelor bundles and family work.



Use Genuine TAG-O-LECTRIC FIBEROLLS

10 colors, color stripes. Use "Ribbonized" Marking Ribbons and Tag-O-Lectric Staples. All required for guaranteed results.



246 WALTON ST., SYRACUSE 2, N. Y.

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Hammond Service Awards

Service pins were recently awarded to a group of employees and officers of the Hammond Laundry-Cleaning Machinery Company, Waco, Texas, by the company's general manager, Roger N. Conger. Diamond-mounted gold pins were presented for 20 years of service to F. H. Winslow, O. C. Strahan and C. A. Stevens. Diamond-studded gold pins were given to 15-year veterans I. H. Chance, Gordon Connally and Leroy Watson, and for 10 years of service to Jim Winn, Stanley Winslow and R. N. Conger.

The picture at left shows the gold pin, representing the Hammond building, presented to a larger group of employees for three and five years of service.

Universal Expands Showroom Space

Universal Laundry Machinery Company, St. Louis, Mo., distributors of the Unipress line of laundry presses, has recently expanded its showrooms. The enlarged building at 2739-43-47

IT'S HERE ! ! !
The Anderson EASY-LOCK Drapery Protector

—the greatest Time and Money saver yet devised for concealing hooks while draperies are being cleaned

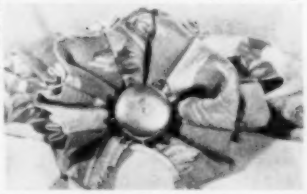
How It Works—

Top is pulled up and with a simple twist locks open. Drapery hooks are slipped into holes without scratching fingers or damaging drapery material. After hooks are inserted—a twist of the top and the heavy duty spring pulls cover down tightly.

← Shown open and closed

Hooks locked in—↓ ready for cleaning

Takes up to 12 hooks, and when ready for the cleaning process each hook held tightly in place — material cannot be damaged. After cleaning, pull top up — twist and it locks open and hooks come out easily. Money back guarantee—order a dozen today.



NOW IN USE BY MANY LEADING DRY CLEANERS

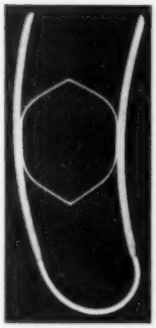
$9.00 a doz.
$105.00 a gross

→ **USE THIS COUPON** →

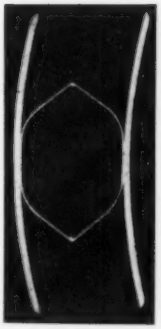
ORDER A DOZEN TODAY!

ANDERSON SPECIALTY MFG. CO.
5 Hunt Rd. W.E. Jamestown, N. Y.
Gentlemen,
Please send me ONE DOZEN Easy-Lock Drapery Protectors. Our check for $9.00 is enclosed. If we are not completely satisfied in 30 DAYS our money is to be refunded at once.
Name .....
Street .....
City ..... State .....

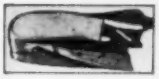
Newhouse "ALL-IN-ONE" Sleeve Forms . . . One for Every Need and Purpose



3-BX WITH SHOULDER F'M . . Pr. $7.50
For Adjusta Forms and Coat Machines



3-B Lg. 23", Exp'n 11" Lightweight Pr. $6.00
For Coat Machines



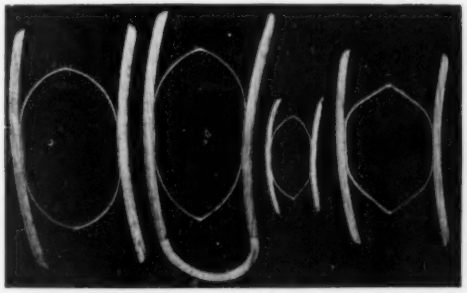
Sleeve and shoulder of Coat Formed by No. 5.

1. SLEEVE FORM **$3.50**
2. SLEEVE & SHOULDER FORM **$4.50**
   Heavier Shielding for longer wear.
3. SLEEVE FORM ..... **Pair $4.50**
   For Blowers, Windwhips and Adjusta-Forms.
3-A. SLEEVE FORM ..... **Pair $5.75**
   Length 17¼", Expansion 11".
4. PELICAN FORM **$4.95**
5. PELICAN FORM **$5.75**
   With Shoulder Form

All hinges integral with springs shaped while soft-heat-treated to prevent breakage.

If your jobber cannot supply you write us direct.

NEWHOUSE COMPANY, 1247 E. Colorado Blvd., Glendale 5, Calif.



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the National can take it!

AND SO CAN THE MARK IT MAKES

Engineered to "take it" . . . built for years of service! The National Lever Principle Hand Marking Machine marks *directly into the fabric* . . . the only proven way to make clear marks and to avoid frequent remarking.

For small laundries and dry cleaning plants, there is no substitute for this machine. Before you buy, compare with National. Write today for complete information.

THE National MARKING MACHINE COMPANY
4026 CHERRY STREET • CINCINNATI 23, OHIO

AMESTEAM GENERATOR KNOCKS OUT HIGH STEAM COSTS!

FUEL — Guaranteed 80% Efficiency
LABOR — Minimum Attention Required

WATCH FOR ME NEXT MONTH . . . MEANWHILE SEND FOR BULLETIN 1050

AMES IRON WORKS
BOX L-8 OSWEGO, N. Y.

10 - 500 h.p.
15# - 200# w.p.
Oil or Gas

Page Boulevard now has a 100-foot front of which over 85 percent is window display area. The enlarged and remodeled sales area affords ample space for the display and demonstration of the drycleaning and laundry equipment carried by the company.

New Street Director

ERNIE HEIDERSBACH

R. R. Street & Co. Inc., Chicago, Ill., has announced the election of E. J. "Ernie" Heidersbach to its board of directors. With his directorship, Mr. Heidersbach also becomes sales manager, succeeding C. B. Kasson who has been elected vice president in charge of sales.

Before his connection with Street's, Mr. Heidersbach acquired industry background in a managerial capacity with a Chicago drycleaning establishment, and subsequently with a Chicago laundry supply house which was just starting a drycleaning department.

When he joined Street's in 1946 he was assigned to the northern Illinois and eastern Iowa territory, and was soon promoted to the home office as manager of market analysis. This gave him the opportunity of utilizing the techniques which he had developed in his own territory on a national scale through the coaching of Street's 33 other fieldmen.

By assuming more and more responsibilities, and chiefly through his activities in jobber relations, Mr. Heidersbach was soon again advanced, to sales promotion manager. In this capacity he gained the confidence of drycleaners, jobbers and allied tradesmen throughout the nation.

After a recent speaking tour through the Northwestern states and western Canada, Mr. Heidersbach has returned to Chicago to take up his new duties.

Du Pont Celebrates

The 150th anniversary of the Du Pont Company was observed July 18 in ceremonies at the site of the company's first mill on Brandywine Creek, Wilmington, Del.

Nearly 7,000 people, mostly active and retired Du Pont employees and members of the du Pont family, attended. Employees representing each of Du Pont's 71 plants and many of its laboratories and sales offices came from 25 states.

The program in Wilmington included an historical dramatic prologue depicting the company's founding, followed by talks by Henry B. du Pont, great-great-grandson of the founder, a vice president and member of the Du Pont executive committee; by Crawford H. Greenewalt, president, and Walter S. Carpenter, Jr., chairman of the board.

Du Pont is also marking its 150th anniversary year with the publication of a book, "Du Pont —The Autobiography of an American Enterprise." The theme of the book is the parallel development of the Du Pont Company and the nation.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

GROSS STAR

Aluminum GRID PLATES LAST LONGER

L. BEHRSTOCK CO.
1708 S. State St. • Chicago 16, Ill.

PEOPLE AND PLACES

NORTH CENTRAL

A recent open house at Cudd's Cleaners, 501 N. 11th St., Monmouth, Ill., celebrated both the installation of new cleaning equipment and the firm's 25th anniversary. Founded by Glenn Cudd, the plant was sold in 1951 to his son, Robert Cudd, an NICD graduate. The firm personnel, including founder and owner, offer a total of over 100 years of industry experience.

The front of Elm Cleaners, Shenandoah, Iowa, has been remodeled. The business is operated by Mrs. Helen Norris.

The ninth outlet of the Orchid Cleaners chain in Chicago, Ill., was opened at 6626 Sheridan, manager Harry Hold has announced.

Jack Schneiderman, operator of Warren (Minn.) Cleaners, has announced installation of a new drycleaning machine.

Cain Cleaners, Centralia, Ill., has been leased by Bob Jamison.

Fray's Certified Cleaners, Fort Madison, Iowa, has moved its plant and office to a new location at 912 Avenue G. The business is owned by Carl K. Lemmon.

A new drycleaning unit has been installed at New Method Cleaners, Mt. Sterling, Ill., owned by Mrs. Mary Young and her daughter, Mrs. Nancy Burgess.

Richard Thomas has taken over operation of Merit Cleaners, N. Polk St., Albany, Mo., from Elmer Snapp.

Flair Cleaners has opened a branch at 3909 Cottage Grove, Chicago, Ill.

Mr. and Mrs. Wilfrid W. Fulcher have purchased Schmidt Dry Cleaners, 724 Huron Ave., Port Huron, Mich., and have renamed it Fulcher's Quality Dry Cleaners.

Champaign Cleaners, 38 Main St., Urbana, Ill., recently celebrated its 35th anniversary. The business was founded by Gust Kellarhs and Alex Domatios, and later operated alone by Mr. Kellarhs, who died several months ago. Peter B. Palmisano is now general manager of the firm, which also has units at 120 E. University Ave., 714 S. Sixth St., and at 429 S. Chandler St. in Rantoul.

Bell Cleaners has moved to the Bennett & Son building, Lenox, Iowa.

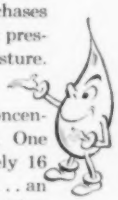
Mr. and Mrs. Howard Swift have announced the closing of Smitty's Cash and Carry Cleaners, 15 E. State St., Geneva, Ill.

BATCH SOAP? CHARGE SOAP?

DRISYN

Out-performs all others

Give garments a new, fresh, snappy appearance with DRISYN—the one soap stock solution that cleans everything! DRISYN activates your solvent . . . removes deeply imbedded dirt and soil, and prevents redeposition . . . chases fatty acids without causing filter pressure . . . absorbs and suspends moisture.



The original concentrated concentrate, DRISYN is all detergent. One 5-gallon pail cleans approximately 16 tons of garments! It's odorless . . . an ideal spotter . . . may be used in either petroleum or synthetic solvent. If you wish to work with a charged soap system, try DRISYN over a period of time and compare your cleaning results! DRISYN holds wet cleaning, re-runs and extra handling to a minimum. It's as vital to cleaning as soap is to washing!

Ask Your Jobber or Write For Catalog

CHEMICAL SPECIALTIES DIVISION

E. F. DREW & CO., Inc.

15 East 26th Street
New York 10, N.Y.

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PHILADELPHIA
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DREW PRODUCTS

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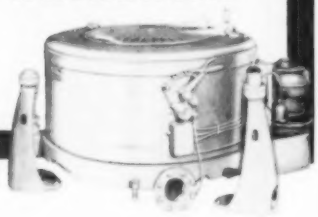
Fletcher "WHIRLWIND"



Just add up these features

Perfectly smooth basket interior . . . Safe for the most delicate fabrics.

Easy to load and unload . . . Deep basket —more capacity.

Ruggedly built for high speeds . . . Stainless Steel Basket . . . Up to 1200 rpm.

No corrosive steel reinforcing bands . . . Permanent safety—maximum drainage.

Automatic hydraulic brake . . . Finger-tip control.

Self Balancing with adjustable springs . . . Stability with unbalanced loads.

Get Safe-Dependable EXTRACTION

The "Whirlwind" offers many exclusive construction advantages to the plant owner that result in economical and dependable extraction. Operators, too, prefer the Whirlwind for ease of handling and convenience in loading and unloading. Three standard sizes: 40", 48" and 60" basket diameters as well as a number of extra high speed models are available.

For construction details send for Bulletin 53.

FLETCHER WORKS

213 GLENWOOD AVE. PHILADELPHIA 40, PA. ESTABLISHED 1850

Keep-U-Neat Cleaners has been opened by Clarence H. Lymann and his son, William, in the former location of Denison Cleaners on N. Main St., Denison, Iowa.

New cleaning equipment has been installed by Bert and Hugh McGregor at Gordon's Cleaners, Arcola, Ill.

A storage vault has been installed by Viking Cleaners, Marshall, Mo., owned by Richard L. McCarter.

A store in a new building under construction on First Ave., Milan, Ill., will be occupied by Stacey Cleaners.

Hull (Iowa) Dry Cleaners has been sold by Mr. and Mrs. Orville Koerselman to Mr. and Mrs. Frank O. Blank.

Columbia Cleaners has completed its own plant at 1513 State St., E. St. Louis, Ill. The company is operated by Mr. and Mrs. Solomon Tourajigian and their son-in-law and daughter, Mr. and Mrs. Charles Bazoian.

Meridian Heights Cleaners, 4915 N. Pennsylvania St., Indianapolis, Ind., has installed a storage vault.

Whitehall (Wis.) Cleaners has been purchased by Mr. and Mrs. Winlynn J. Coffrin, who will operate under the name of Nu-Look Cleaners.

Clair Bond has purchased property on which he plans to build an addition to his Marceline, Mo., cleaning plant.

Main Cleaners has been moved by Sater Main to new quarters on the square, Carthage, Ill.

Jack Lucas has opened a cleaning establishment at 1501 Shelby St., Indianapolis, Ind.

Calhoun Cleaners, Hardin, Ill., has moved to a new location.

DOMINION of CANADA

W. L. Pritchard has joined his wife in operation of Dunn's Dry Cleaning, Sapperton, B. C.

New equipment has been installed by My Valet Cleaners, Peace River, Alta. The business is operated by S. Martineau and his sons John, Robert and Arthur.

Damage estimated at $100,000 was caused by a fire that gutted the plant of Century Cleaners Ltd., Yonge and Sherwood Sts., Toronto, Ont. The fire was attributed to an overheated motor in a wall fan.

New equipment has been installed and remodeling completed at Aladdin Dry Cleaners and Dyers, 343 Dundas St., London, Ont. The firm was founded by Frank Casaceli, Sr., and is managed by his son, Frank, Jr.

4 NEW QUALITY PRODUCTS

DIGESTIK

A digester in stick form that cuts spotting board time in half and is easy and convenient to use

GESTOUT

A powder digester for use on larger spotted areas where bath method is essential

LUSTRINE

A refinishing material that absolutely restores original lustre and sheen to garments

QUIK-STIK

Triple-action product in stick form for destroying underarm odors in garments

(Write for information)

LEMARQUE CHEMICAL CO.

4316 MAIN STREET DALLAS, TEXAS

Fishburn Cleaners, Inc., Fort Worth, Tex., has opened a store at the new Fair Oaks Shopping Center. The company, founded by the late W. B. Fishburn in 1899, is now headed by Count B. Capps.

Topsy's Cleaners has been opened by Adilene Wright and Anna Hogg at 826 W. Sixth St., Corona, Cal.

Nu-Way Cleaners, Maud, Okla., has been sold by Jack Wallace to Mr. and Mrs. George Renfro.

Coggan Cleaners has opened branches in the Redondo Triangle, Redondo Beach, Cal., and in the new Culver Center, Culver City.

Mr. and Mrs. Don Kirkpatrick have taken over management of Bon Ton Cleaners, Augusta, Kans., for the owners, Chet and Grace Crooks.

De Luxe Cleaners, N. First St., Barstow, Cal., has been sold by Dale Thomas to James T. Moore.

Elmo Foster has opened Foster's Cleaners at Haskell, Tex.

Mr. and Mrs. Paul Peternell have taken over the management of Hamilton Cleaners, Beaumont, Tex.

New finishing equipment has been installed by owner Ray Fisher at Nu-Way Cleaners, Berthoud, Colo.

Forest W. Gartin has moved Village Cleaners to its new plant at 2320 Midway Dr., Santa Rosa, Cal.

Zenith Cleaners, S. Second and Elm, Abilene, Tex., celebrated its 23rd anniversary under the ownership of Theron Guffey.

Carl Hansen, owner of Economy Cleaners, Oakland, Cal., has announced the opening of Store No. 2 at 8129 MacArthur Blvd. Store No. 1 is at 2661 Fruitvale Ave.

Royal Cleaners, Henderson, Nev., has been sold by Erwin Cameron and John Gunville to Carl Wollenzein and Harold Heninger.

Rancho Dry Cleaners has been opened by Dot and Bob Gully in the new Rancho Shopping Center, Fremont Rd. at Springer Rd., Los Altos, Cal.

The front of Glo Cleaners, 313 W. Eighth, Coffeyville, Kans., has been completely remodeled.

Pacific Palisades (Cal.) Cleaners, 15260 Antioch St., has been bought by W. H. Emerson from Paul Gilbert.

A. E. Bannister has taken over from Mr. and Mrs. G. E. Brannum operation of Fashion Cleaners, 503 S. Main St., Weatherford, Tex.

In partnership with James F. Wagner, G. V. Eller has reopened Fontana (Cal.) Cleaners at 153 W. Arrow.

Earl Anderson and Rita Peine have bought Palm Cleaners,

Clip and Mail Today!

MULTI-CLEAN®

MULTI-CLEAN PRODUCTS, INC.
Dept. NC 8, 2277 Ford Parkway
St. Paul 1, Minnesota

Gentlemen: Send me complete information on the Multi-Clean Method and the items checked below:

- ☐ Rug and Carpet Scrubbers
- ☐ Portable Wet-Dry Vacuums
- ☐ Upholstery Cleaning Machine
- ☐ Carpet Cleaning Manual
- ☐ Rug Shampoo
- ☐ Upholstery Shampoo

Name _____

Address _____

City _____ Zone _____ State _____ NC-8

NO DISAGREEABLE ODOR

...when you use EXZYME BRAND Protein Digester

Say goodbye to those sour odors. Switch to new EXZYME to avoid unpleasant odors while you remove spots and stains caused by blood, coffee, egg and protein soils. EXZYME Brand Protein Digester *smells sweet* and *stays sweet!* It will not go sour or "ripe." It is a pure cultured enzyme specifically prepared for the dry-cleaning and laundry trade!

50% MORE FOR YOUR MONEY

One pound of EXZYME makes 60 gallons of solution. Ordinary brands make only about 40!

And EXZYME is really efficient! It makes all tough protein stains disappear like magic. And that includes blood, egg, milk, chocolate, coffee and discharge spots . . . as well as all other stubborn protein stains!

10 GREAT EXZYME ADVANTAGES

- ★ *Stays fresh*
- ★ *Smells sweet*
- ★ *Remains active longer*
- ★ *Faster acting*
- ★ *Efficient in bath, on board, in stock solution*
- ★ *Easily flushed*
- ★ *Safe as plain warm water*
- ★ *Dissolves instantly*
- ★ *Works in hard or soft water*
- ★ *Saves you money*

Get EXZYME by the pound or the case from your local jobber or write to:

PABST SALES COMPANY
Industrial Products Division
221 North La Salle Street
Chicago 1, Illinois

EXZYME BRAND PROTEIN DIGESTER
...A Quality Product—Made by Pabst

"EXZYME" is the registered trade mark of the Pabst Brewing Co.—Copyright 1952 Pabst Brewing Co., Milwaukee, Wis. Trade Marks Reg. U. S. Pat. Off.

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Improve the quality of your dry cleaning and stretch solvent life by adding a Manitowoc synthetic solvent still to your present dry cleaning unit. Provides clean, pure solvent by removing solubles which a filter alone can not accomplish.

Has a capacity of 40 gallons per hour, and may be used for continuous or intermittent distillation. Quickly and easily attached to the solvent line of your present machine. No pump necessary. Bring your present equipment up-to-date, with continuous distillation.

Manitowoc Synthetic
MANUFACTURING DIVISION of MANITOWOC SHIPBUILDING CO.
PERCHLOR DRY CLEANING UNIT

A "Must" for removing
LINT OFF GARMENTS
Fast & Sanitary!
"Little Wonder" ELECTRIC WHISK-BRUSH MACHINE
Give your garments a better finish. The only appliance of its kind. Thousands of satisfied users.
WEIGHS BUT 3 1/2 lbs.
Also Mfgrs. Patented "NEEDLE BOARDS" for pressing VELVET and NAP FABRIC materials without shine or gloss. SEND FOR CIRCULAR
AMERICAN PRESSBOARD CO. (Est. 1910. Patentees)
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White
LABOR-SAVING DEVICES

CLOTHES CART
Handles 350 lbs. Adjustable to 3 levels. Heavy gauge 1" steel tubing. Length 42". Width 20".
$32.50

WASH TUB SET
Water tight. Heavy gauge stainless steel. All smooth surfaces.
Height 33", Length 45
$89.00

WET CLEANING TABLE
Heavy gauge stainless steel top sloped for drainage. Rounded corners. Height 36". Length 65."
$69.50

CLOTHES RACK
Heavy gauge steel. Double braced on bottom. 3" ball bearing swivel casters. Ht. 6'. Len. 62".
$27.50

CONTIN-U-RAIL
Overhead Rail Systems For Complete and Partial Systems
• We provide the inexpensive patented fittings.
• You provide 3/4" or 1" pipe.
• You install-it-yourself. No machining.
Cut Out This Ad and Mail Today
☐ Please ship merchandise checked above.
☐ Please send complete information on merchandise checked above.
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ADDRESS
YOUR NAME
White
MACHINE COMPANY
104 Livingston Street
Newark 3, N. J.

Garnett, Kans., from Mr. and Mrs. Jerry Bronston, from whom they had leased it for the past year.

Cherry Cleaners has been opened at Sanger, Tex., by Mr. and Mrs. Lockett Cherry, who have purchased the equipment of Complete Cleaners and made some additions.

Mayor Jack O. Fries of Martinez, Cal., has leased his three cleaning plants to Quality Laundry, Inc., Alameda. The three firms are Sterling Dry Cleaning and Courtesy Cleaners in Martinez and El Ray Cleaners in Walnut Creek.

Owner Bill Korneisel has moved K Cleaners to 342 N. Seventh St., Colton, Cal.

New finishing equipment has been installed by L. S. Quimby at Quimby Cleaners, Leon, Kans.

NORTH EAST

McGraw (N. Y.) Dry Cleaners has been opened on South St. by Sam Alou.

Ruby's One Hour Cleaners has opened a store in Whitehall Terrace Center, Pittsburgh, Pa.

Deacon Cleaners, 409 Logan St., Williamson, W. Va., has installed a shirt and bachelor bundle laundry. The company, owned by Garland W. Fink, was established in 1925.

The business name of Dell Cleaners, 707 Larimer Ave., Pittsburgh, Pa., has been filed by Albert Del Cimmuto.

Mrs. Joseph Winnik has sold the cleaning establishment at 38 Main St., Hastings-on-Hudson, N. Y., which she has operated since the death of her husband eight years ago, to Anthony Yozzo.

Proprietor Guss has moved Spring-Ford Cleaners to new quarters at 239 Bridge St., Spring City, Pa. The plant is located on Ridge Ave. Extension.

Pep Drive In Cleaners has been opened on Main St., Finderne, N. J., by Philip Gelber and his son, Wallace.

L. A. Lucas has filed a certificate for operation of Federal Cleaners, 1207 Federal St., Pittsburgh, Pa.

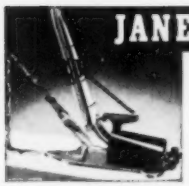
The Quaker Cleaners chain, Erie, Pa., has opened a new store at Perry Plaza.

Charles Schapiro, president of Taft Stores, Inc., Newark, N. J., has announced the opening of the chain's 75th store, located at 31 Commerce St.

J. W. Gilbert, proprietor of Gilbert's Dry Cleaning establishment, Chambersburg St., Gettysburg, Pa., has turned the business over to an employee, George Miller. The name will be changed to Standard Dry Cleaning.

Murray's Dry Cleaning Company, 36 N. Sixth St., Indiana, Pa., has been sold to Louis Runco by T. C. Hoyt, who established the firm 32 years ago.

When writing to advertisers please mention The NATIONAL CLEANER & DYER



JANET STEAM NECKTIE PRESS

ONLY $138

ADDS MORE CUSTOMERS . . . INCREASES YOUR PROFIT!

The JANET steam necktie press finishes ties like new! Eliminates all iron marks, sharp knife-like edges . . . leaves ties with smooth rounded edges. Use neckties as a business builder! Easy to install and operate . . . finishes up to 100 ties per hour. Fits all standard ties . . . built for long carefree service.

JANET GLOVE FORMS

New electric or steam heated models available for both ladies' and men's gloves.

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SHEDLOV-HEINZ MANUFACTURING CO.
15-B Wilder Street, Minneapolis 1, Minnesota

Bob Horman Cleaners, Inc., Pittsburgh, Pa., has been granted articles of incorporation.

Sun Set Cleaners, Bridgeville, Del., has opened rug cleaning and laundry departments.

Emerson Jay Cleaners, 860 Mountain Ave., Mountainside, N. J., has been established by Emerson Jenkins and Charles A. Jerome.

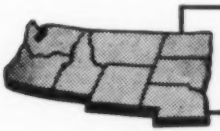
Rindfleisch Cleaners, 1801 Union St., Schenectady, N. Y., has been sold by Mrs. Karoline E. Boardman, daughter of the founder, to Henry H. and Ewald Boehne, partners in Henry's Cleaners.

Kimble Dry Cleaners, 812 Alderson St., Williamson, W. Va., is celebrating its 52nd anniversary.

Boyd's Cleaning Co., Inc., 918 Chislett St., Pittsburgh, Pa., has filed notice of dissolution.

City Service Dry Cleaners has been given a permit to build an addition to its plant at 118 Gregory St., New Haven, Conn.

Grand and Fair Lawn Cleaning, Dyeing and Tailoring Co., 236 E. 18th St., Paterson, N. J., has been sold by the estate of the late Irving Grossman to Franklin Cleaners and Dyers, Jersey City.



NORTH WEST

Newly equipped Hollywood Cleaners has been opened by William Tate at 812 Summitview Ave., Yakima, Wash.

Owner Art Krivosha has announced plans to build and re-equip a new plant on the present site of Busy Bee Cleaners, 16-A W. Second St., Williston, N. D.

The formal opening was recently held by Lloyd Fleetwood for the new plant of Enke's Cleaners at 8224 S. W. Barbur Blvd., Portland, Ore.

Milton Major has reassumed ownership of Polly Cleaners, 110 E. Sixth St., Moscow, Idaho, which he had sold in 1950 to Jack Rickett.

Owner Oliver Wehnes has announced installation of some new equipment at Elite Cleaners, Colfax, Wash.

A new addition to Berg's Clothing Store, Lakota, N. D., will be occupied by Lakota Dry Cleaners, operated by the Berg brothers.

Rollin J. McDonald has applied for the business name of Valley Cleaners, 408 E. Main St., Medford, Ore., from which John O. and Estain Ramsey have retired.

Plymouth Cleaners, New Plymouth, Idaho, has been sold by Veryl Kroeger to W. A. Flaherty and M. E. Spafford.

John's Cleaners has been moved by owner John Lippincott to the C. E. Uphouse building, Benkelman, Neb.

Notice of retirement from the firm name of Tuckers Cleaners and Dyers, Salem, Ore., has been filed by Dean W. and Doris E. Tucker.

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A "MUST" FOR ANY PLANT THAT HANDLES FURS!

- *It's the Only Truly Portable Fur Ironing and Glazing Machine*
- Just plug in and use; no overhead trolleys, tracks or shafts.
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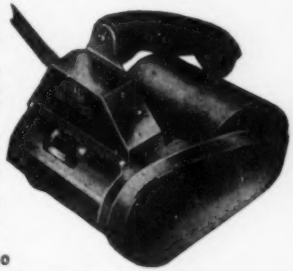

LUSTERETTE, Model L-50, Patent No. 1,979,030. (Wt. 7 lbs.)
Price is FOB Brooklyn, N. Y. $197.50

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250 Cotton press pads (one-a-week for 5 years) @ 90¢ $225.00
ONE FIREFLY patented press pad that lasts for 5 years $17.50

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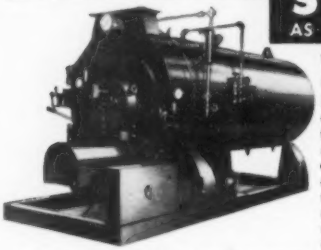

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Cyclotherm means *Quick Steam* when called for. This reduces fuel consumption during "coming up" periods and permits continuous, quick adjustment to load changes. The Cyclotherm Boiler is able to deliver steam faster because of its extremely high heat transfer and the fact that it has much greater water circulation since the combustion chamber is radiating heat evenly along its entire length.

REMEMBER—Full power operation from a cold start in 15 to 20 minutes. Guaranteed 80% efficiency. Savings up to 50% on maintenance. Great fuel operational savings. Boilers are designed for oil or gas operations from 18 thru 500 h.p., 15 to 200 lbs. operating pressure.

Write today for latest descriptive folder, "All Your Questions Are Answered by Cyclotherm."

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DEPARTMENT 33, OSWEGO, NEW YORK

AJAX DRY CLEANING PRESSES

A complete line of presses with all steel construction and six exclusive mechanical features that will save you time and money.

Write for details

WESTERN LAUNDRY PRESS CO.
Salt Lake City, Utah • 619 South 5th West St.

Orchid Cleaners has been opened by P. L. Larson and Bernard Scheurich at 734 Commerce Ave., Longview, Wash.

Rolla (N. D.) Cleaners, which was seriously damaged by a recent fire, has been reopened after complete repairs and renovation. The boiler has been installed in a separate fireproof room, owner M. B. Skotterud announced.

Ray-D-Ant Cleaners, Umatilla, Ore., has been bought by Gerald Stewart.

Monarch Cleaners has been opened by David Bute at Military and H Sts., Fremont, Neb.

Gate City Cleaners, Nyssa, Ore., has been sold by Mearl Marcum to Mr. and Mrs. Harvey Howard and Mr. and Mrs. Roy Pounds.

Jerry McMillan has moved Valet Cleaners, Colville, Wash., to a new building on S. Oak St.

Amity (Ore.) Cleaners has been leased by Dean McDermott to Mr. and Mrs. Calvin Shipley.

TIME SAVERS' "HI-SPEED" RAIL FITTINGS
COST AS LOW AS 77¢ per ft.

SOUTH EAST

Quality Cleaners, Fort Meade, Fla., has been sold by Glenn Baggett to John H. Gantt. The new owner is an NICD graduate.

Owner Andy H. Jenkins is conducting an extensive remodeling program at Master Cleaners, Richlands, Va.

Two Navy veterans, Jack Chambers and Howard Elams, have purchased Quality Cleaners, Wauchula, Fla., from J. A. Murdock.

Fraziers Dry Cleaners, St. Paul, Va., has moved to its new modern plant.

A modern cleaning and laundry plant has been built at 1823 N. Palafox St., Pensacola, Fla., by Bill Doyle and associates.

OBITUARIES

Homer I. Craig, 39, owner of Craig Cleaners, Menasha, Wisconsin, died recently after a lengthy illness. He was a member of Menasha Eagles, Germania Society and Elks. Survivors include his wife, a daughter, a son, a brother and a sister.

Charles S. Kohler, 57, owner of Kohler's Model Cleaners, Allentown, Pennsylvania, died June 18 after an

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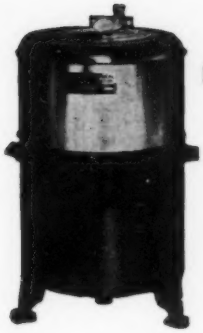

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illness of several months. He was a World War I veteran, a life member of the Herbert Paul Lentz Post, American Legion, and a member of the Lions Club, Eagles and Post L. TPA. He was active in 4-H Club activities and in horsemanship, and also operated a farm. Mr. Kohler is survived by his wife, a son, a daughter, a brother, two sisters and a granddaughter.

Arnim Kraus, Sr., 71, of Chicago, Illinois, former head of the Chicago Cleaners and Dyers Association, died June 18. He is survived by his widow, a son and a daughter.

Professor Warren B. Mack, 56, head of the Department of Horticulture at Pennsylvania State College, died July 6 in the Urological Hospital, Philadelphia. Dr. Mack was well known to many members of the industry through his attendance at meetings with his wife, Dr. Pauline Beery Mack, now dean of the College of Household Arts and Sciences, Texas State College for Women. Dr. Mack served in World War I and in addition to his profession, was well known for his wood engravings. Besides his widow he is survived by his mother, a brother and a sister.

William George Minty, secretary and treasurer of Pembroke Laundry & Cleaners, Inc., died suddenly July 2 when he was taken ill at the wheel of his car. He was active in industry and civic associations, was past president of the Connecticut Laundryowners Association and of the Washington Club of Fairfield County, and a member of the Algonquin Club of Bridgeport. He is survived by a son, William H. Minty, president of Pembroke Laundry & Cleaners and president of the Connecticut Launderers & Cleaners Association, by a daughter, a brother, a sister and four grandchildren.

Henry S. Schafer, 77, founder and president of Schafer's Dry Cleaning Company in Jackson, Michigan, died June 3. Mr. Schafer was the first president, in 1915, of the Michigan Drycleaners Association and continued an active member. He was a member of Jackson Lodge 17, F &AM, and of Knights Templar. Mr. Schafer is survived by his widow, two sons, Robert and Henry K., who have managed the cleaning establishment for the past four years, by a daughter and two granddaughters.

Harvie B. Twamley, vice president and general manager of Carman & Company, Rock Island, Illinois, a

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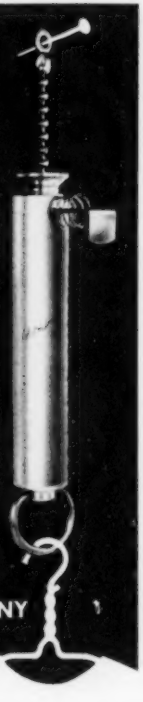
garment hanger

World's most popular garment hanger. Versatile—use anywhere in the plant. Won't wear out. Won't tangle. Adjustable at a finger's touch within a range of 5 ft. Only $2.95. See your local supplier or . . .



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T. M. Reg. PRONOUNCED "NO-SOAK"

NOSOK digests moisture borne stains. No waiting. Apply it, work it, flush with steam. It's simple. Safe as water to fabrics, yet removes all albuminous spots and many unclassified stains. Insist on **NOSOK**. Order from your jobber.

An 8-oz. bottle dilutes to ½ gallon.

Kill Odors with Rid
T. M. Reg.

With **RID**, you destroy garment odors while removing the stain, right at the spotting board! **RID**, containing *Chlorophyll*, leaves garments clean and "airy-fresh." Order **RID** from your jobber today.

An 8-oz. bottle dilutes to 1 gallon.

RID and NOSOK are the same price.

Money back guarantee

Gentlemen: Please send me, _____ bottles of NOSOK and _____ bottles of RID. (Individual bottles, $2.50 ea. Order 2, pay only $2.25 ea. Order 6 or more, and save at only $2.00 ea.)

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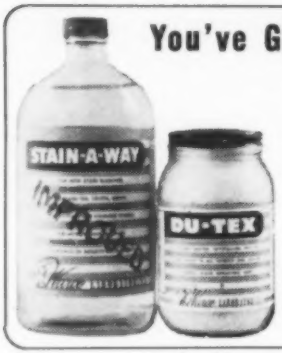

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. . . BUT OUR EXCELLENT PRODUCTS KEEP US THERE

Our plant will be closed and our entire staff will be vacationing from August 23 through August 31.

Order from your jobber

Warco LABORATORIES 1636-40 West Vernon Ave., Los Angeles 37, Calif., Dept. N

The Bertsch Rug Wringer

Before enlarging your plant to handle that increased volume, investigate the BERTSCH Wringer. It will more than double the volume of your present plant and will cost less than a new scrub floor or a new dry room.

BERTSCH & CO. CAMBRIDGE CITY • INDIANA •

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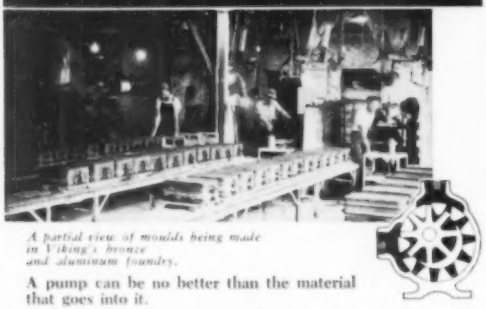

A partial view of moulds being made in Viking's bronze and aluminum foundry.

A pump can be no better than the material that goes into it.

All Viking pumps are made from castings poured in our own rigidly controlled Sorbo-Mat foundries.

When you buy a Viking pump, you are assured of the finest gray iron and non-ferrous parts available for the application.

This is just one of the reasons you can expect better and longer service from Vikings—the original gear-within-a-gear pump—the design that made rotary pumps famous.

Send for folder 803Q today.

VIKING AN HONORED NAME IN PUMPING

See Our Catalog In SWEETS

Viking PUMP COMPANY Cedar Falls, Iowa

subsidiary of Carman & Co., Inc., Brooklyn, New York, died suddenly on June 12 as a result of a heart attack. Mr. Twamley devoted most of his business career to the drycleaning and laundry industries. He was service representative for Procter & Gamble in the Missouri-Illinois area for many years before entering the supply business in Rock Island. He joined the L. R. Mace Company in 1931, serving as senior sales representative until 1943, when Carman & Co., Inc. purchased the business and appointed him vice president of its new division. In addition to his many industry affiliations, Mr. Twamley was active in civic and fraternal organizations.

MEETINGS SCHEDULED

August 15, 16 and 17—NICD Alumni Society, Back-Home Day, Shoreham Hotel, Washington, D. C.

September 15 and 16—Dry Cleaners Institute **(Ontario)** Annual Convention, Royal York Hotel, Toronto, Canada.

September 22 and 23—Virginia Association of Launderers and Cleaners, Annual Convention, Hotel Jefferson, Richmond.

October 3, 4 and 5—American Institute of Laundering, Annual Convention and Large Exhibit, Atlantic City, New Jersey.

October 30 and 31, November 1—Pennsylvania Association of Dyers and Cleaners, Annual Convention, William Penn Hotel, Pittsburgh.

October 31, November 1 and 2—Ohio State Association of Dyers and Cleaners, Annual Convention, Deshler-Wallick Hotel, Columbus.

November 29 and 30—Illinois State Cleaners and Dyers Association, Annual Convention, La Salle Hotel, Chicago.

December 7—Wisconsin Drycleaners Association, Annual Convention, Schroeder Hotel, Milwaukee.

1953

January 16, 17 and 18—Michigan Drycleaners Association, Annual Convention, Durant Hotel, Flint.

January 17, 18 and 19, National Institute of Rug Cleaning, Annual Convention, Sherman Hotel, Chicago, Illinois.

February 13, 14 and 15—National Institute of Cleaning and Dyeing, Annual Convention and Large Exhibit, Cleveland, Ohio.

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Add five words if answers are to come to a box number to be forwarded by us. Extra white space at top, bottom or between lines doubles charges indicated.

Be sure to write your copy, name and address plainly.

Advertisements in this department must be in our hands NOT LATER THAN THE 12th OF THE PRECEDING MONTH.

Cash must accompany all orders for advertisements in our classified columns. No book accounts can be opened, as the low charge made does not permit this expense.

Mail Your Replies to Box Numbers to National Cleaner & Dyer, 304 E. 45th St., New York 17, N. Y.

CLEANING PLANTS FOR SALE

LAUNDRY PLANTS and DRYCLEANING PLANTS. 100% PROPOSITIONS. New York, New Jersey, Connecticut, Pennsylvania. Other sections—**WHERE DO YOU WISH TO LOCATE?** Richard J. Muller—Lic. Broker, 89-16 184th St., Jamaica, 3, N. Y. Tel.: REpublic 9-3016. 1451-2

CLEANING PLANTS—All sizes-locations. Excellent selected propositions. **PLANT OWNERS**—We can show you quick action. Have responsible buyers. We are America's foremost brokers. **DAVID JARET COMPANY,** 150 Montague St., Brooklyn 2, N. Y. Ulster 2-5600. Established over 29 years. 4154-2

For Sale—Laundries, Drycleaning Plants, Rug Cleaning Plants in Metropolitan N. Y. C. area, Westchester, New Jersey, Connecticut, Pennsylvania. If interested in buying or selling, contact **J. B. KANDEL, 131-39 228TH STREET, LAURELTON, LONG ISLAND, NEW YORK. PHONE: LAURELTON 8-3291.** 4648-2

CLEANING PLANTS and **FUR STORAGE VAULTS** sold throughout the United States. Attractive proposition to qualified buyers. **FRANK DEUTSCHER,** 16 Court St., Brooklyn 2, N. Y. 4895-2

CLEANING PLANTS. Located in central California. Weekly gross from $275 to $2,500. Prices from $4,940 to $125,000. Stoddard, 140F or Perk. Small or large plants. Leases or land and buildings. **ETZKORN & COMPANY,** Realtor, 607 Market St., San Francisco. Member of National Association of Real Estate Boards. Reference—Your own Bank. 4924-2

Modern synthetic drycleaning plant located in the most fertile valley in the desert. Five-year lease. $1.25 prices. $30,000 full price. For further information write: Midway Cleaners, Box 801, Blythe, Calif. 4740-2

HACKENSACK, N. J. DRYCLEANING PLANT FOR SALE—Retail volume $75,000 including real estate. Sale price $55,000. Write to Box 11, Post Office South, Hackensack, N. J. 4802--2

WELL-ESTABLISHED SOLVENT PLANT in **OHIO,** county seat of 10,000. Golden opportunity for cleaner and wife. Death of partner reason for selling. **ADDRESS: Box 4909, NATIONAL CLEANER & DYER.** -2

FOR SALE—A MONEY-MAKING DRYCLEANING BUSINESS. You'll get excellent return from an investment in this modern, completely equipped drycleaning plant with a volume trade built through eighteen years of operation. Well located in one of the largest cities in downstate Illinois. Owner is retiring and price is low for quick sale. Write for full information on this profitable investment to Box 4923, **NATIONAL CLEANER & DYER.** -2

For Sale—I have a repossessed laundry-cleaning plant with help-yourself department in South Florida. Have good long lease. It's a real buy and opportunity for practical man. Sale price half of the cost. H. R. McCleary, 1944 Karen Club, Fort Lauderdale, Fla. or McCleary Bros., Memphis, Tenn. 4925-2

FOR SALE—SOLVENT PLANT IN CALIFORNIA. Leading wholesale and retail plant in town of over 100,000 population. With modern equipment. Established since 1925. Yearly gross $150,000. Total price with real estate $150,000, without real estate $80,000 with long lease. **WELL WORTH INVESTIGATING** for the right party. **ADDRESS:** Box 4930, **NATIONAL CLEANER & DYER.** -2

Old, well-established firm in midwestern town of 75,000 population. Quality cleaning $1.50 price. Approximate gross $65,000. Productive wages average 85¢ per hour. Long lease and option to buy real estate. **$7,500 WILL HANDLE. ADDRESS:** Box 4934, **NATIONAL CLEANER & DYER.** -2

COMPLETE MODERN SOLVENT PLANT, vicinity of **DETROIT, MICHIGAN.** Established 1929 under same management, grossing approximately $125,000 annually. Competent well trained staff, up-to-date equipment including 3 delivery trucks, cold storage vault (2,500 coat capacity). Sale or lease, owner retiring. Broker. **ADDRESS:** Box 4943, **NATIONAL CLEANER & DYER.** -2

FOR SALE—Drycleaning, pressing and spotting shop. 3 miles from beach and 1 mile from Hughes Aircraft near Santa Monica. Fine location. All cash-and-carry. $250-$300 per week. $1.25 prices. Full price $4,000. Write: Cleaners, 11523 W. Washington Blvd., Culver City, Calif. 4950-2

Modern synthetic cleaning plant. Exclusive rights in military area. Now netting $1,000 per week with prospects of doubling. Completely equipped with new Hoffman, Cissell, American machinery. Zoric cleaning unit. $27,500, $15,000 cash. C. E. Eubanks, Las Cruces, New Mexico. 4952-2

Synthetic drycleaning located in one of New Hampshire's largest cities. Gross volume in 1951, $35,000. This year showing tremendous increase. Opened in October of 1949 with all new Prosperity equipment. Would sell for $40,000 including real estate which consists of cleaning plant, tailor shop and modern five-room apartment. **ADDRESS:** Box 4953, **NATIONAL CLEANER & DYER.**

Established modern solvent plant, northern Indiana. Volume $28,000 per year. All cash and carry. Finest equipment. $20,000 includes real estate. **ADDRESS:** Box 4960—**NATIONAL CLEANER & DYER.** -2

San Diego, California, land of opportunity, 28% population increase in last two years. Complete drycleaning business. Large over counter trade. Grossed $36,000 last year. Well located. $45,000. Price includes building, land, fine equipment, living quarters. Write today: Hall Realty, 3689 University Ave., San Diego, Calif. Ti-6639. 4961-2

For Sale: Modern, well established solvent plant, completely and newly equipped 4 years ago. Volume $30,000, can be easily increased. Located in rich agricultural and industrial city of 5,000, central Illinois. Building 36' x 60' concrete and brick. Priced $40,000 complete. **ADDRESS:** Box 4964—**NATIONAL CLEANER & DYER.** -2

LAUNDRY AND DRYCLEANING PLANT in one of the fastest growing cities in the South. Population over 400,000. Operating eight city delivery trucks. Located on a very prominent street—ideal corner location for cash-and-carry. Under the same management for 30 years. Equipped to do over $4,000 per week. Need right party to take over. Plenty of room for expansion. Buyer must have $15,000 or $20,000 cash, balance financed over 10 years on easy terms. Will lease building for 5 or 10 years with option to buy. Owner wishes to retire, because of bad health and old age. Write C. A. Stergios, Box 2363, DeSoto Station, Memphis, Tennessee. 4977-2

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CLEANING PLANTS FOR SALE (Cont'd)

Modern-equipped laundry and drycleaning plant in Illinois, doing $135,000 business annually. A profitable and going concern. On account of age and failing health, present owner must retire from active duty. Will carry 60% of unpaid balance on easy terms. **ADDRESS:** Box 4975, **NATIONAL CLEANER & DYER.** -2

Old-established laundry and drycleaning plant, doing approximately $225,000 per year business. 60% drycleaning, 40% laundry. Located in Fort Worth, Texas, where the **WEST** begins. Modern equipment, deep-well soft water. 8 routes. Will sell equipment and business with or without real estate. Owner wishes to retire. Terms to responsible party. **C. R. PRESSLEY MACHINERY CO., 725 NORTH THROCKMORTON STREET, FORT WORTH, TEXAS. PHONE: FANNING 8738.** 4976-2

LEADING and fully equipped modern petroleum plant, largest in county, average $3,000 a month with absolutely no soliciting. Located on cool Lake Michigan, year-round business. Required $20,000 down, without real estate. **ADDRESS:** Box 4978, **NATIONAL CLEANER & DYER.** -2

DELAWARE: DRYCLEANING PLANT near Wilmington. Real estate includes dwelling and plant, leases for two (2) stores. Stock, fixtures and equipment, including two (2) panel delivery trucks. Most of equipment by American Laundry Co., less than two (2) years old. This is one of two (2) plants in northern Delaware using Zoric synthetic system. Some wholesale business. Owners in the service, reason for selling. 1951 gross $36,000. Centrally located in highly expanding residential and industrial area. Write to P. M. Ford, Realtors, Marshalltown, Delaware. 4979-2

FOR SALE: DRYCLEANING PLANT AND BUILDING. 4½ years old. 2 routes, 3 trucks—one a spare. $25,000 gross. Reasonably priced. One partner retiring, other has other business interest. Write: Twilight Cleaners, Cape Charles, Va. 4980-2

Long-established modern solvent plant located in good year-round town. Prices $1.25 up. Low overhead. Wardrobe Cleaners, Idaho Springs, Colorado. 4981-2

Drycleaning, Laundry and Cold Storage plant for sale, consisting of 4 trucks, new laundry machinery, drycleaning machines, etc., 4 branch stores. You must see it to appreciate it. If interested call in person and contact Kenyon Ricci, sole owner, Kenyon's Cleaning Co., 58 W. Broad St., Westerly, R. I. 4982-2

Modern drycleaning plant located in southeastern Ohio. Territory covers 30-mile radius from main plant. Five truck routes. Gross $50,000 yearly. Real estate includes cleaning plant, two apartments to rent and only rug cleaning plant in this territory. Will sell business, equipment and real estate, or business only. Also retail outlet store twelve miles away in city of approximately 12,000. Reasonably priced. Write: Attorney R. M. Strode, Bank Bldg., Crooksville, Ohio. 5000-2

Well-established plant catering to high-class clientele. Same location for 34 years. Equipment in A-1 condition. A sacrifice at $10,000. R. J. Anderson, Nixon, Texas. 5003-2

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Beautifully equipped modern solvent plant and building located in central Florida university town. Has Sanitone franchise. This plant is a money maker. 100% cash and carry. $50,000. Terms. Mitchell Cleaners, 122 East Rich Ave., Deland, Florida. 5017-2

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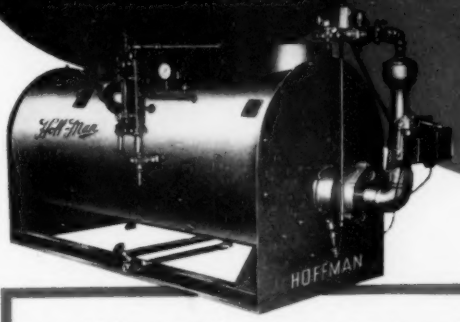

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